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see inside

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No. 74

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DUE TO TECHNICAL DIFFICULTIES, TOMORROW

NUMBER 74 JANUARY, 1969

CRACKED

"AMERICA'S FAVORITE HUMOR MAGAZINE"

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ARLENE NEWMAN *assistant editor*
CHARLES FOSTER *production*
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JOHNNY LANGTON,
CARACU, BILL WARD, LUGOZE,
VIC MARTIN *artists*
GEORGE GLADIR, PAUL LAIKIN, JOE KIERNAN,
VIC SEYMOUR, DAVE CARTER *writers*
DONNA CHARLES *proofreaber*
SYLVESTER P. SMYTHE *janitor*

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Carefully detach complete cover at staples, and poster is ready for hanging!

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WHAT'S UP FRONT—Our Cover

Something FISHY is going on here! Why is it that everything seems to happen to SYLVESTER? The SHARK ate every last SARDINE and he had to settle for a PEANUT BUTTER sandwich. To make matters worse, he almost FELL into the sardine can—and HE CAN'T SWIM! Better luck next time, fella!

DOGS MAGAZINE

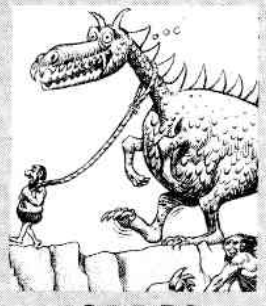
BATZMAN MEETS THE GREEN BEE

COMPUTERS AND NEWS HEADLINES

SLUMS CAN BE MADE FUN

WASTED TV COMMERCIALS

THE MONSTERS LAUGH IT UP



1075 BC

SHUT-UPS

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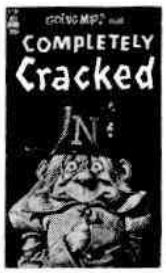

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LETTERS

Dear Crowd Pleasers:

Since I've made it my habit to write you a letter after reading each new issue, I'll start this one off by telling you that the October issue of CRACKED (#72) was stupid-endous—especially "Planets of the Creatures," "Funnies in the Flicks" and "Sylvester For President." Practically everything in this issue was great, even the letters section. Oh, and that back cover with Tiny Tim! And that traffic poster! And those "Shut-ups!" And those . . .

Dan Wilder
Jupiter, Fla.

What happened, Dan? Run out of writing paper or "ands"?

Dear CRACKED People:

Last year, I bought my first copy of your crazy magazine. It had me rolling on the floor with laughter. The artwork is excellent and the satire is superb. After reading your magazine, I sent in for a subscription. In my opinion, CRACKED is the world's funniest humor magazine. Keep up the good work, and I'll remain CRACKED for years and years.

Michael Howley
Upper Darby, Pa.

Thanks for the nice letter, Michael. As we say, this CRACKED world needs more nice CRACKED folks like you!

Dear Editors:

After reading many issues of CRACKED, I only have one thing to say . . . YOU GUYS ARE NUTS! And the nuttiest thing I ever read was "Rent-A-Person" (Oct., #72).

Stanley Reagan
Chicago, Ill.

Nowadays, who's perfect?

Dear Sirs:

How come you guys raised your price to 35c? Did you decide to start paying your artists? Any way, I'm glad to see you're no longer the worst 30c magazine in the world.

Kenneth Capps
Lebanon, Mo.

What did you think of us when we were 25c, Kenneth?

Dear Gentlemen:

The photo in question from your September letters column (CRACKED #71) is either a pile of porous putty from a Philadelphia factory, or globular gamma globulin gloop seen in the film, "Space Children." However, the children in that movie turned it into a wrecked jello reject.

Philip B. Moshcovitz
Chestnut Hill, Mass.

We think you hit the pile of gook right on the head, Philip. Many other readers also wrote in to tell us the gook was in the flick, "Space Children."

Dear Glad Group:

J had to take pen in hand and write you clowns after I finished CRACKED #73 (November). It has more fun in it than a circus. Two articles that had me laughing my poor head off were "Bonnie & Clyde" and "Hippies' Illustrated Dictionary." Keep printing articles like these and I'll keep buying CRACKED. I'd also like to know why some Hollywood studio hasn't made a picture about CRACKED yet? I'm sure the movie would pack 'em in!

Henry Dawson
San Francisco, Calif.

But would it sell popcorn?

Dear CRACKED:

I never heard of your magazine until I read your September issue (#71). It was just great. I hope all the CRACKED issues to come are as great as this one.

Keith Greenberg
Whitestone, N.Y.

To be honest, we never heard of Keith Greenberg until we got your letter. But we're mighty glad to have you with us in any case, Keith!

Dear Fellas:

I'm sorry to say that I've only just started reading CRACKED (and already I love it!), but I'm gonna read it from now on. Just to prove how much I like your mag, I started my own "Be-kind-to-janitors Week" in honor of Sylvester P. Smythe. Yesterday, some kid who was dressed in a white hat and work pants asked if I were giving away free pop . . . So I gave him some, and in return he gave me a mop and a CRACKED magazine. I asked him if he wouldn't need them, and he said he had plenty more where they came from. I hope you can publish a drawing I made of your janitor, Sylvester.

T. S. Burgos
La Crosse, Wisc.

We showed Sylvester your drawing, and he liked it except for one thing, the hat. Sylvester claims the hat looks dusty, and all his hats are personally washed by Mr. Clean himself!

Dear Sirs:

About a week ago, I was looking for a magazine. At that time, I'd never read CRACKED so I decided to read it. That was the biggest mistake I've made in my entire life, believe me. Your magazine is the most boring and stupid magazine I've ever read.

Vicki Liffering
Westminster, Calif.

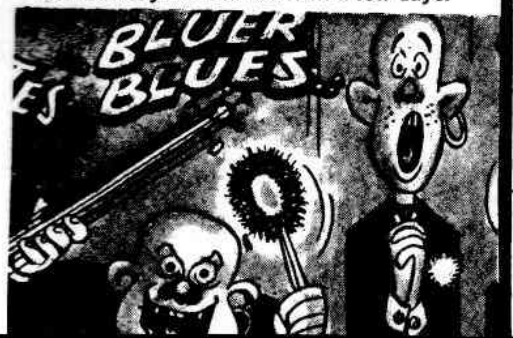
Golly-gee, Vicki! Was it something we said?

Dear Wacky Wonders:

After I finished reading the October CRACKED (#72), I discovered what that motto on your contents page means—the one that goes: "THE MAGAZINE THAT STARTED FOLKS LAUGHING AGAIN." It sure had me laughing, especially the stories, "CRACKED Previews the New Groups" and "How to Make Soccer Our National Pastime." They were so cool, my mind turned to ice.

Frank Latimore
Norman, Okla.

Try sleeping with a hot water bottle, and we're sure you'll be better in a few days.



THE LAUGH STAMPEDE IS ON!

There's a tremendous feeling of satisfaction in being able to buy that last copy of CRACKED before the rest of the howling mob has a chance to put their grubby mitts on it. But why take chances? Next time, your newsdealer may decide to hold back the last copy of CRACKED to swat some pesky flies or relatives. So subscribe now by sending in $3.00 for nine, fun-packed issues. As a special bonus if you subscribe to CRACKED today, you'll receive THE GIANT CRACKED ANNUAL #3 . . . And if you're having trouble finding past copies of CRACKED, just check off the issues on the Back Issues Coupon. Only 50¢ each.

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Here's my THREE DOLLARS. Please put me on your subscription list real fast. I want lots of large laughs!

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9 Issues, $3.00. Outside U.S., $3.75.

HAPPINESS IS A NEW GARBAGE CAN SECTION:

One of the major problems facing the U.S. government today is the slum situation. Millions of underpriviledged citizens dwell in dilapidated, rat-infested, germ-breeding buildings across our fair land. Politicians from both sides of the aisle have offered solutions for this grave, national stigma. Such solutions as "Tear down the buildings and start anew!"; "Pay a 50c bounty for each dead rat!"; and "Give each tenant $75,000 and send them to live on the French Riviera!" have been proposed. CRACKED now offers a few suggestions on solving this problem, based on the principle that. . .

SLUMS CAN BE MADE A FUN THING!

SEVERIN

PROBLEM: NO HEAT

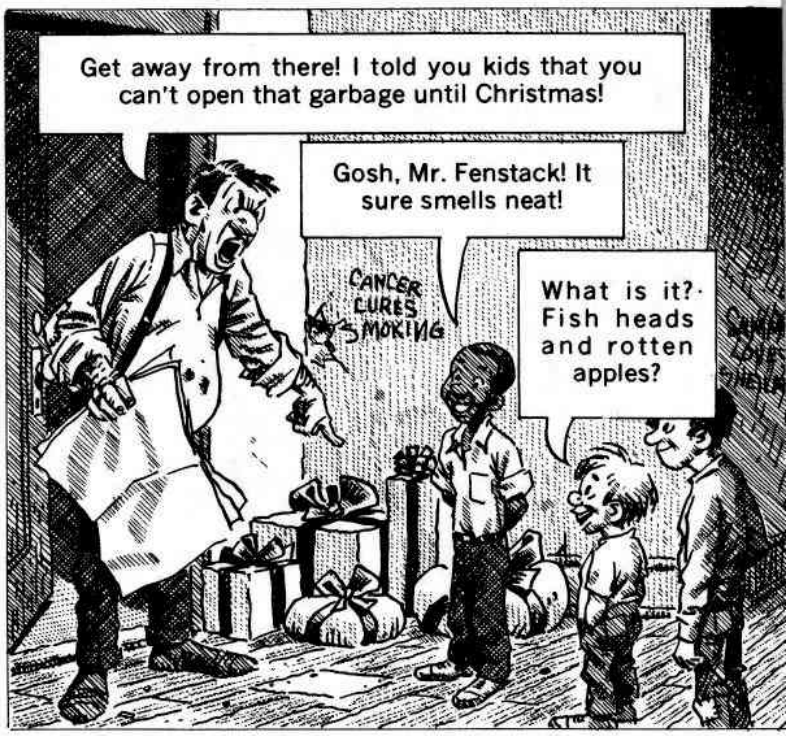
SOLUTION

When there's no heat, the family simply hangs up pictures of Miami Beach, puts on their bathing suits, applies suntan lotion and relaxes. It's been medically proven that the power of suggestion is very strong. If they still feel cold, the parents should get loaded on whiskey or beer. The kids can drink "Shirley Temples" . . .

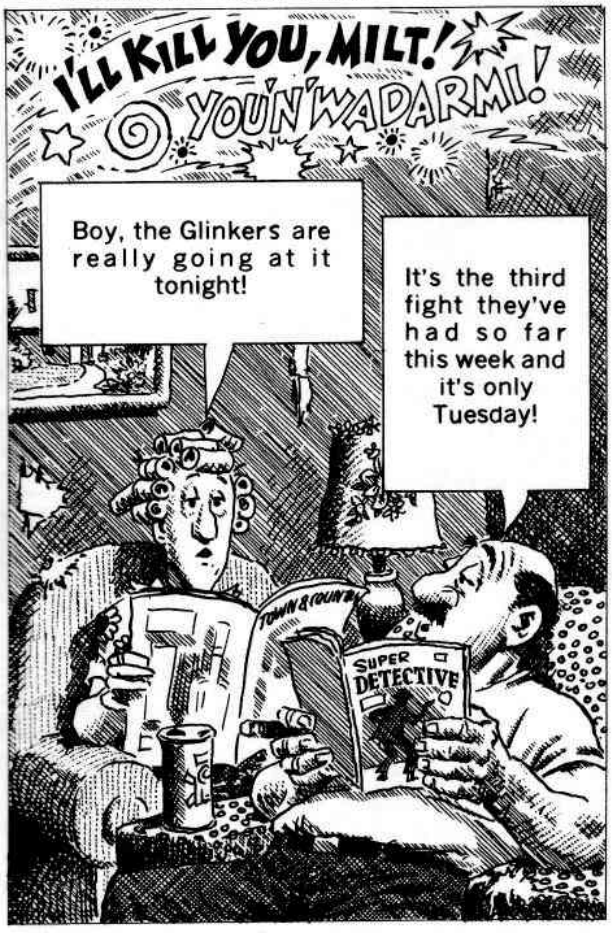
PROBLEM: GARBAGE IN HALLWAYS

SOLUTION

Giftwrap the garbage. Sure, the garbage will still be there, but at least it will lend a festive air to the tenement, and any kind of air in those hallways can't hurt . . .

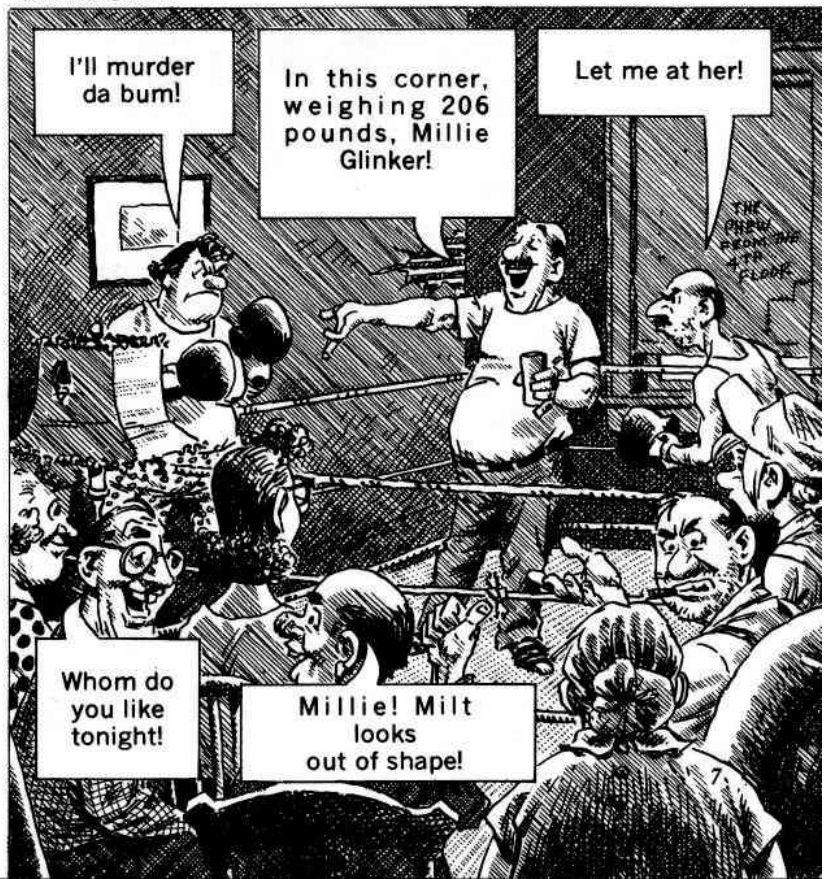


PROBLEM: NOISY NEIGHBORS WHO ARE ALWAYS FIGHTING



SOLUTION

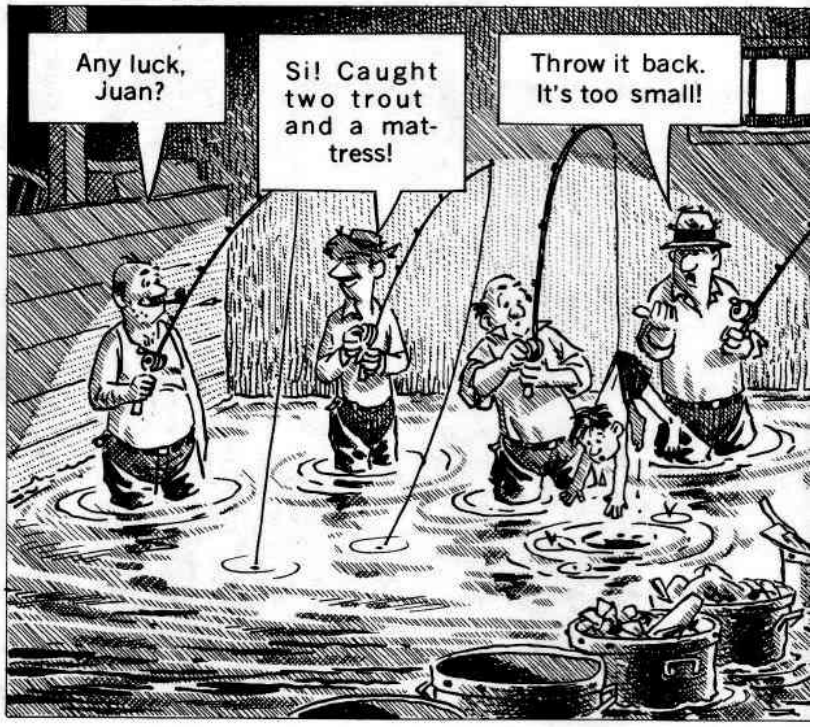
Set up a boxing ring in your living room. Have the Glinkers over as the main bout. Charge the other neighbors admission, and split the purse with the Glinkers . . .



PROBLEM: LEAKY PIPES

SOLUTION

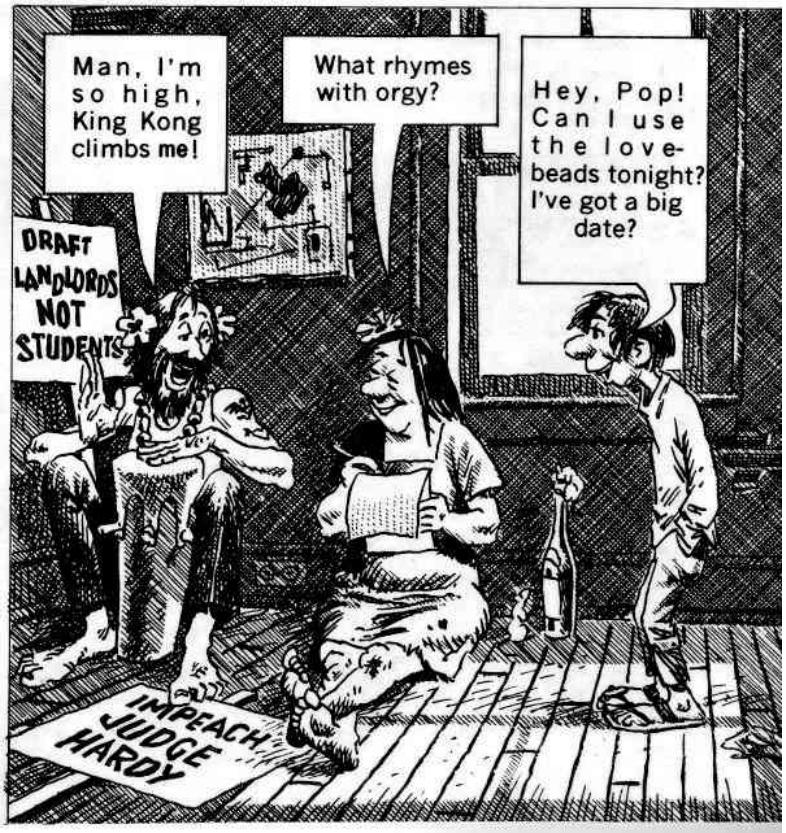
Stock the water with fish, and invite a few friends over for a contest. The person who catches the biggest fish wins the pool. Second prize: The winner can keep any furniture that floats by . . .



PROBLEM: NO HOT WATER

SOLUTION

Don't shave, and let your beard grow long. Don't take baths. Quit working. Now the individual is on his way to the wonderful world of hippies. Write dirty poems, bang bongo drums and paint protest signs . . .



PROBLEM: HOLES IN WALL

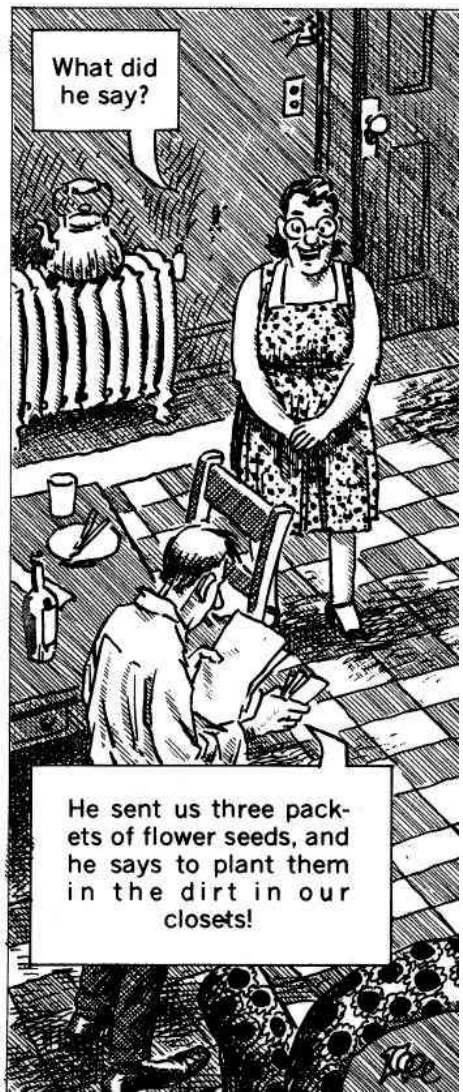
SOLUTION

Make the holes larger. By doing this, the neighbors can become more friendly with each other. Visiting will be much easier, and borrowing a cup of sugar will be more convenient . . .

PROBLEM: DIRT IN CLOSETS

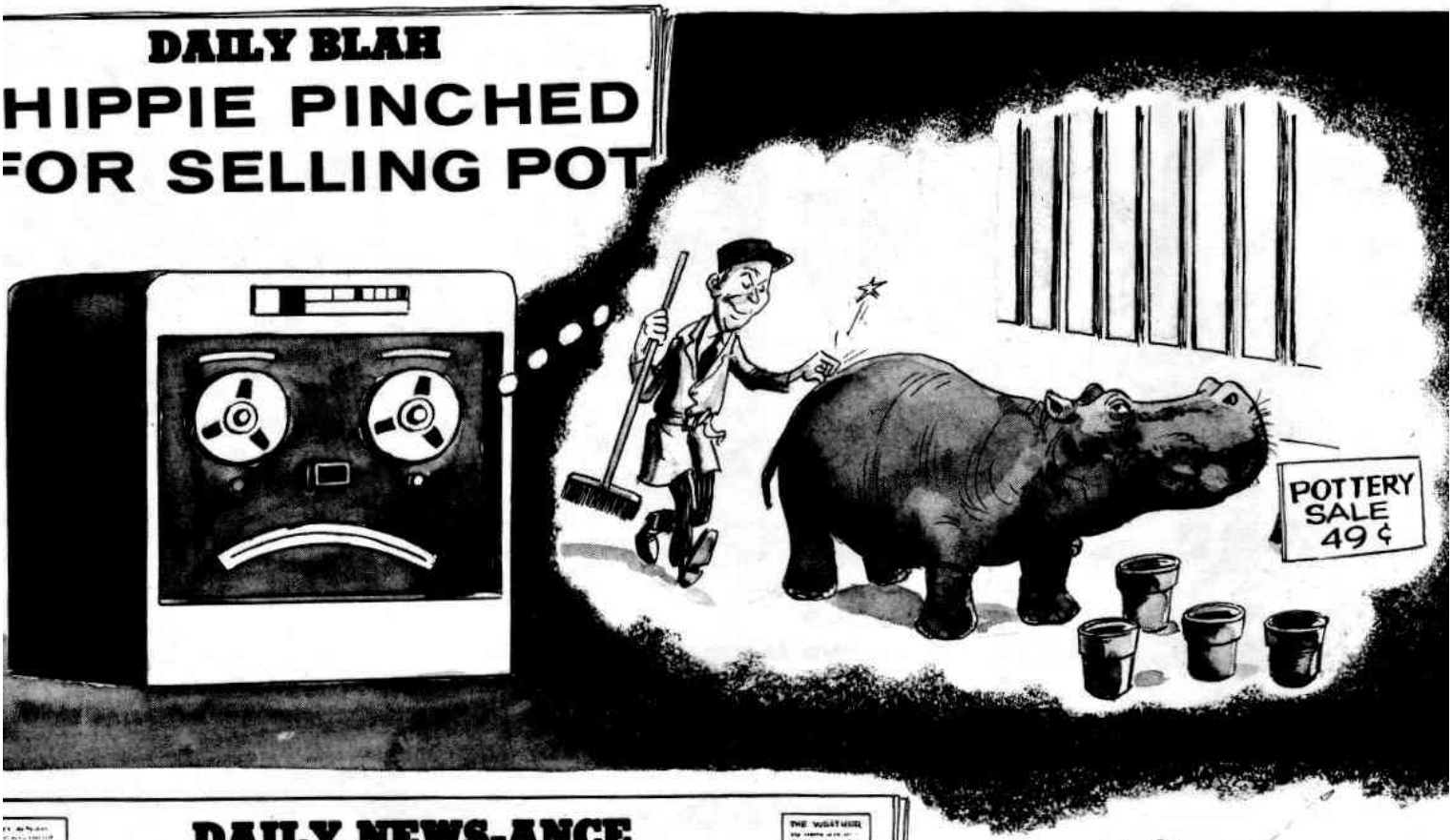
SOLUTION

Write a letter to your congressman, stating your complaints. As your paid public servant, he'll put his vast knowledge to work to solve your housing dilemmas . . .



The word is out! Human beings are not quite obsolete yet. It appears that computers have a very serious flaw. When they're used for the purpose of translating languages, it seems that computers tend to take words and statements very literally. As likely as not, for example, the American word "hot dog" might be translated into the Russian equivalent of "torrid canine." To show you what we mean, CRACKED depicts . . .

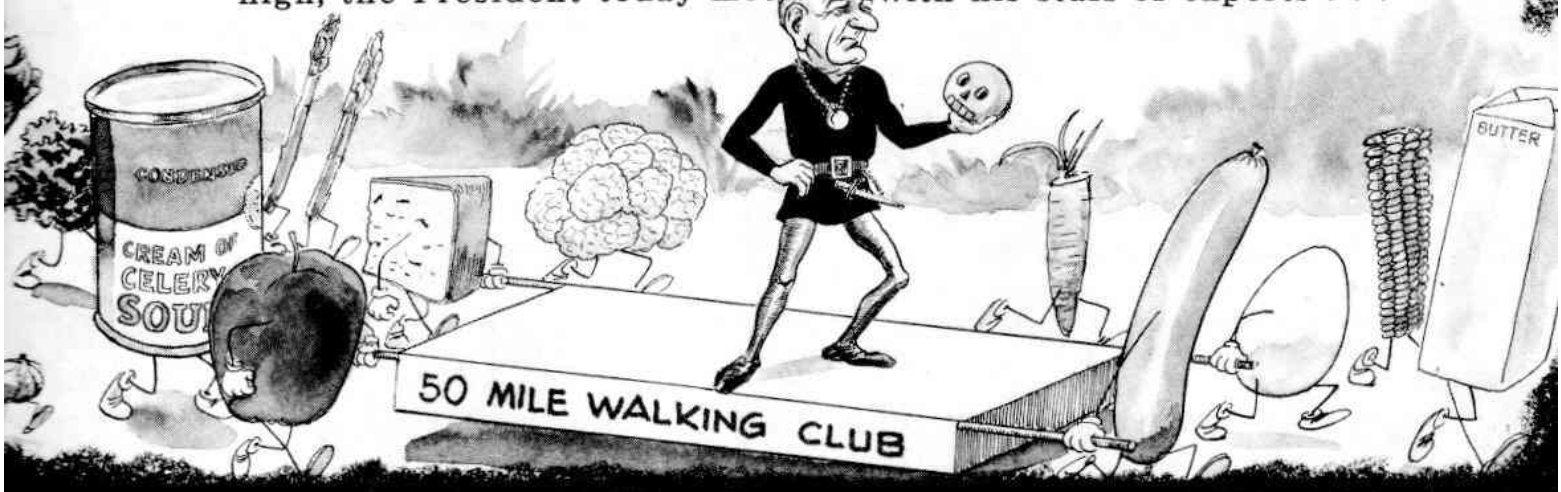
A COMPUTER'S CONCEPTION



OF NEWSPAPER HEADLINES!

PRESIDENT ACTS ON FOOD HIKE

WASHINGTON—With food prices threatening to rise to an all-time high, the President today met with his staff of experts . . .



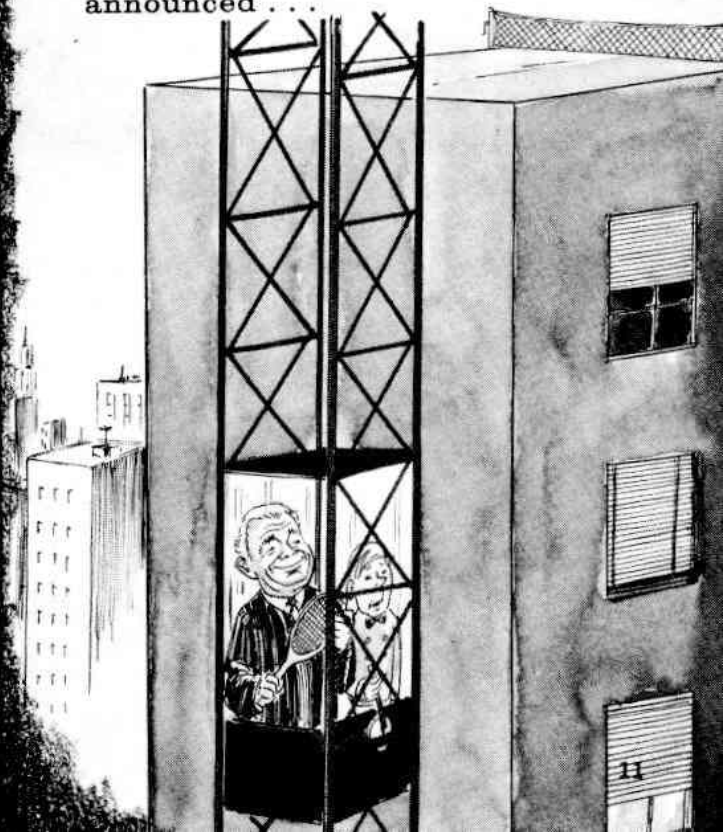
SPORTS SECTION

ASTROS TRIP REDS IN FLAG RACE

HOUSTON—In another one of the National League's torrid pennant races, the Houston Astros tonight clobbered the fast-sinking . . .

THORNBERRY ELEVATED TO HIGH COURT

WASHINGTON—In an unprecedented move, President Johnson today announced . . .



ISRAELI TROOPS SWEEP TO GAZA STRIP

TEL AVIV—Israeli armored columns and infantry swept across the Sinai Peninusula today on a 30-mile front, rumbling towards the Suez Canal...

UNDERCOVER AGENT FOILS RACKETS

CHICAGO—The F.B.I. today announced that one of its key agents had infiltrated the Mafia's highest echelon of . . .

HOUSE PANEL HITS OFFICIAL ON BUDGET DRIVE

WASHINGTON — In an attempt to lower taxes for the coming year . . .

UNION CHIEF ARRESTED IN ATTEMPT TO FIX JUDGE

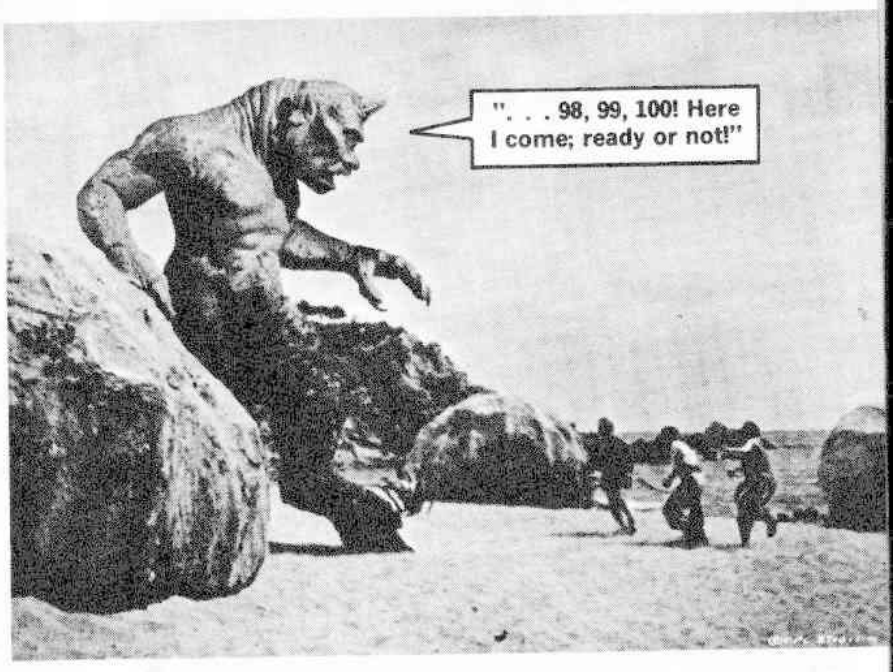
NEW YORK—Charged with conspiracy to fix a Supreme Court Justice, a union leader was arrested yesterday on orders of . . .

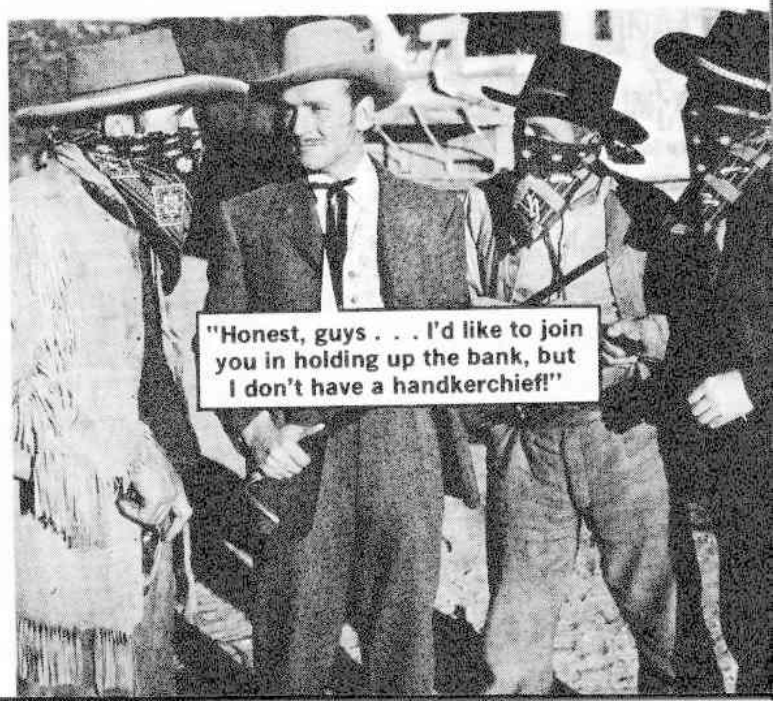
LBJ AND KOSYGIN COOL IT ON HOT LINE

WASHINGTON — During the recent international crisis, the Kremlin and the White House . . .

UPTIGHT LAUGH SECTION:

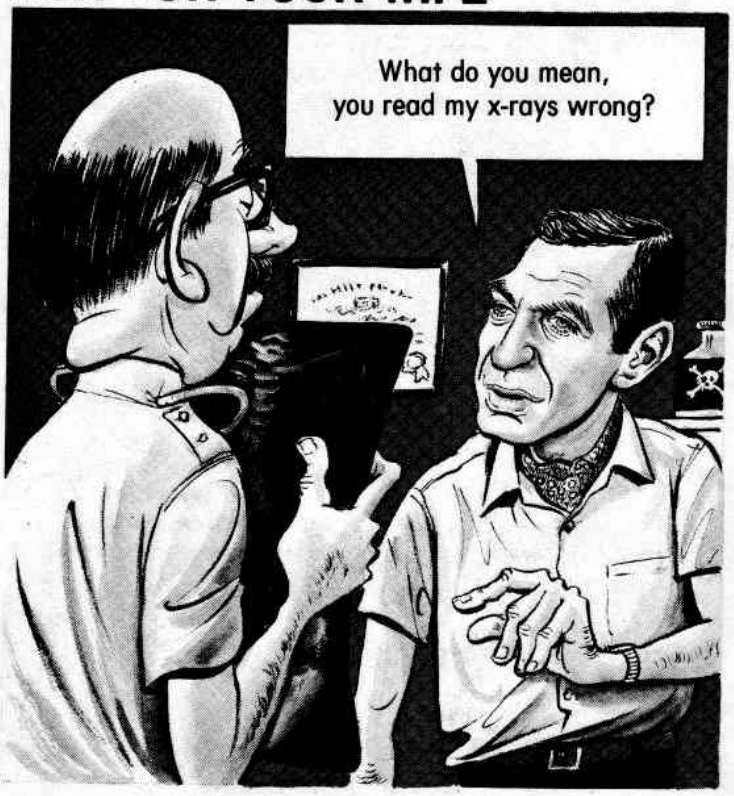
5 FUN GRABBERS



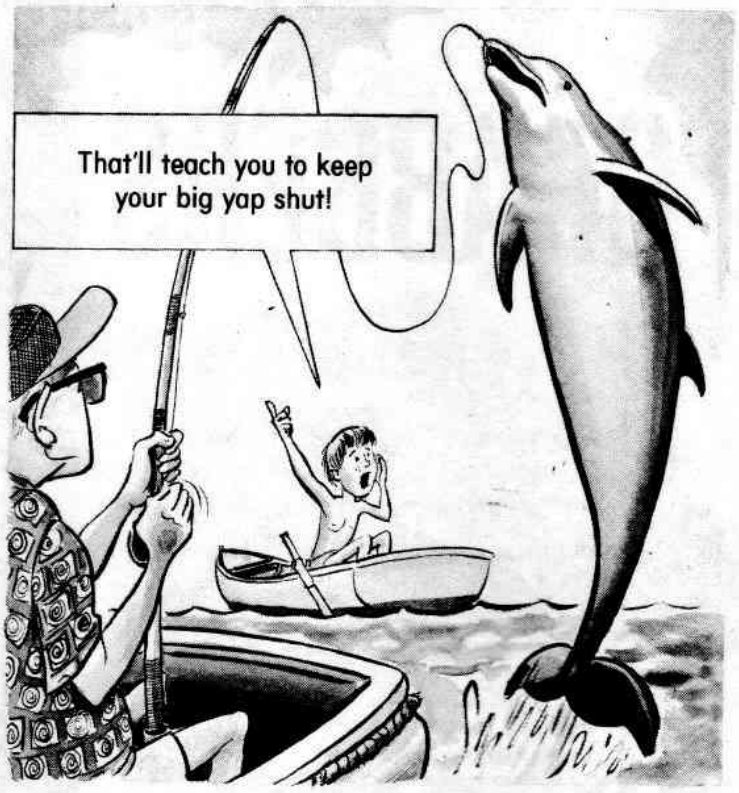


TV SCENES WORTH

RUN FOR YOUR WIFE

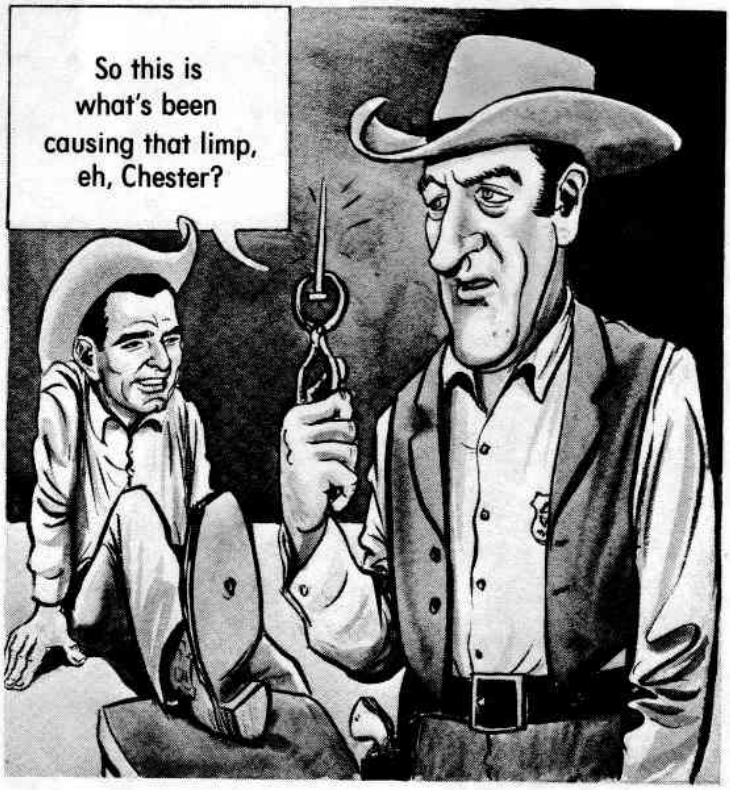


FLIBBER



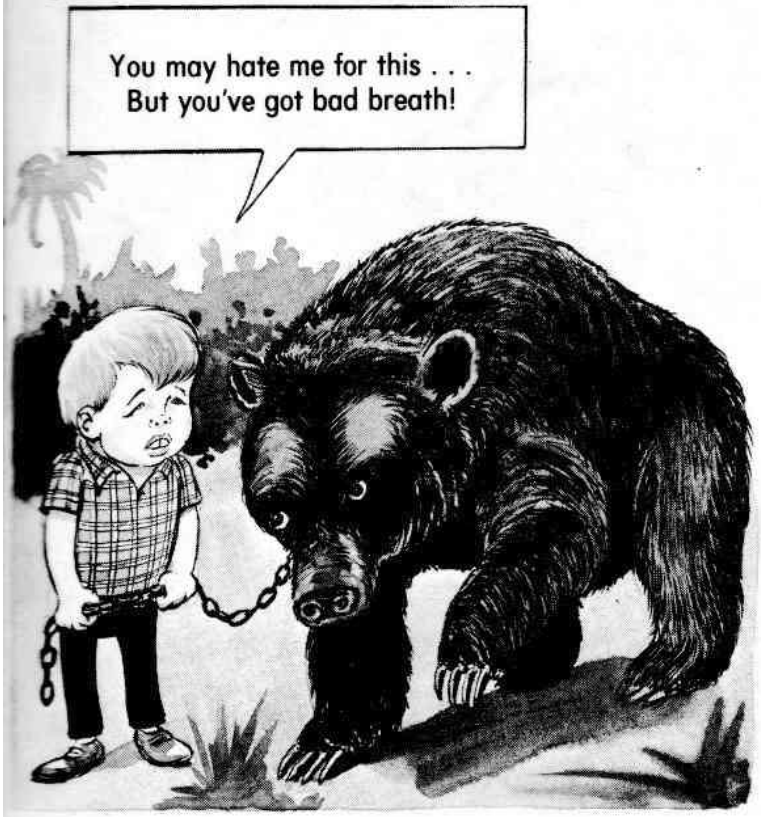
MY TREE SONS

GUNSTROKE

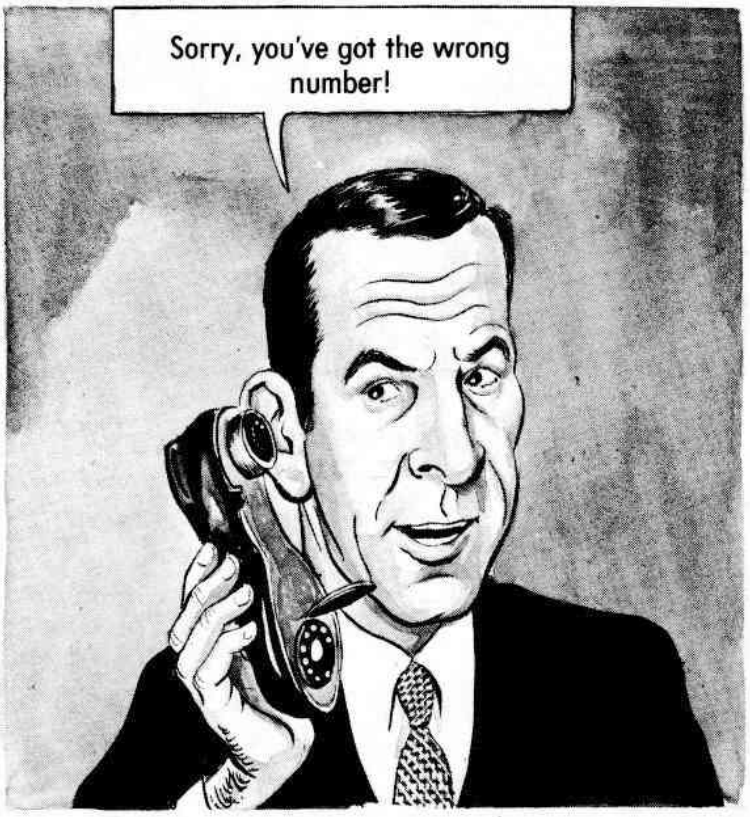


WAITING FOR!

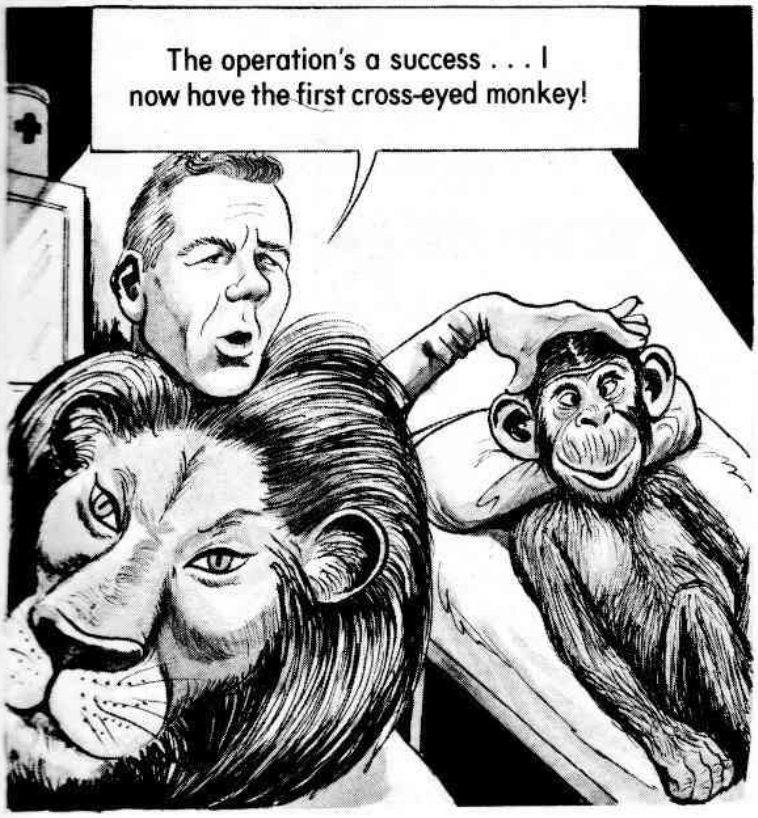
GENTLE BAN



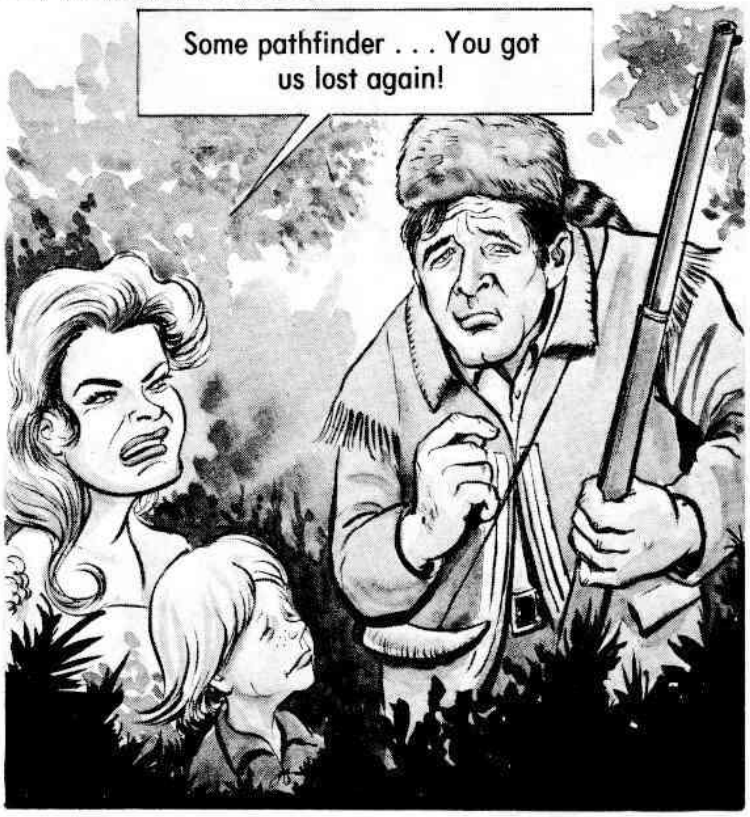
GUT SMART



DARKTARI

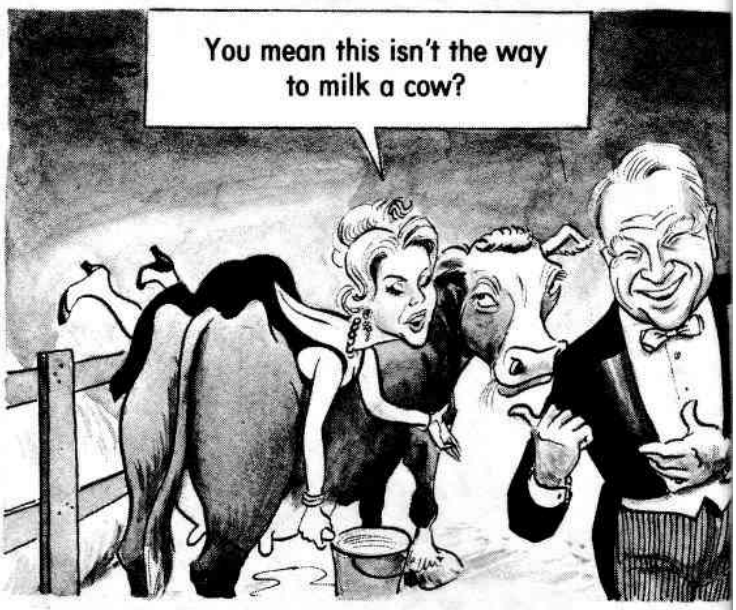


DANIEL BOOB



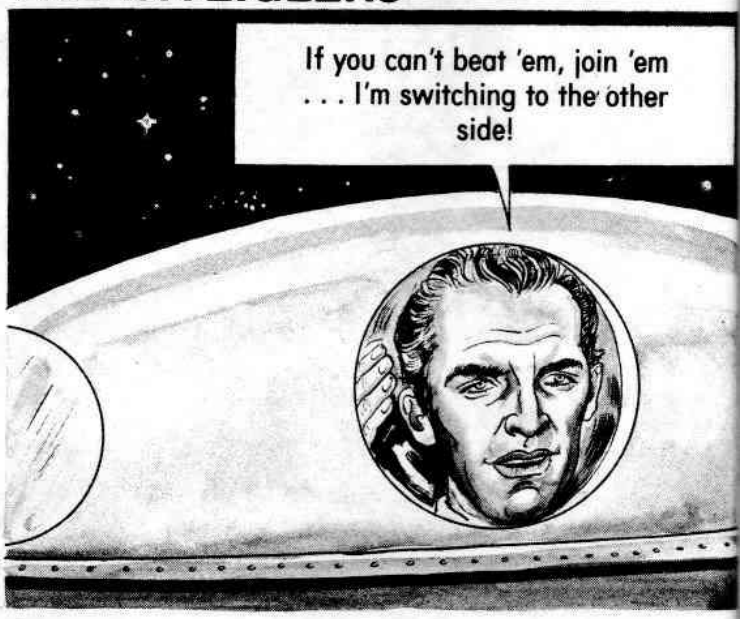
IRONSLIDES

GREEN ACHERS



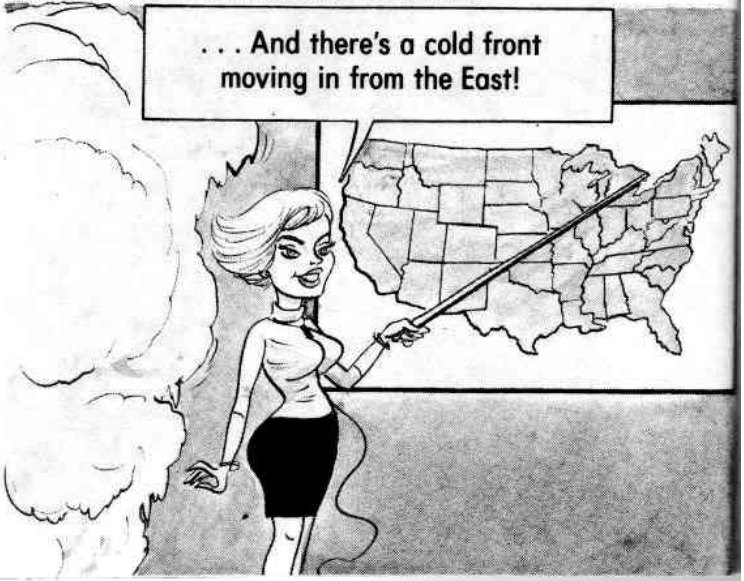
GUMS OF WILL SONNUT

THE INVEIGLERS

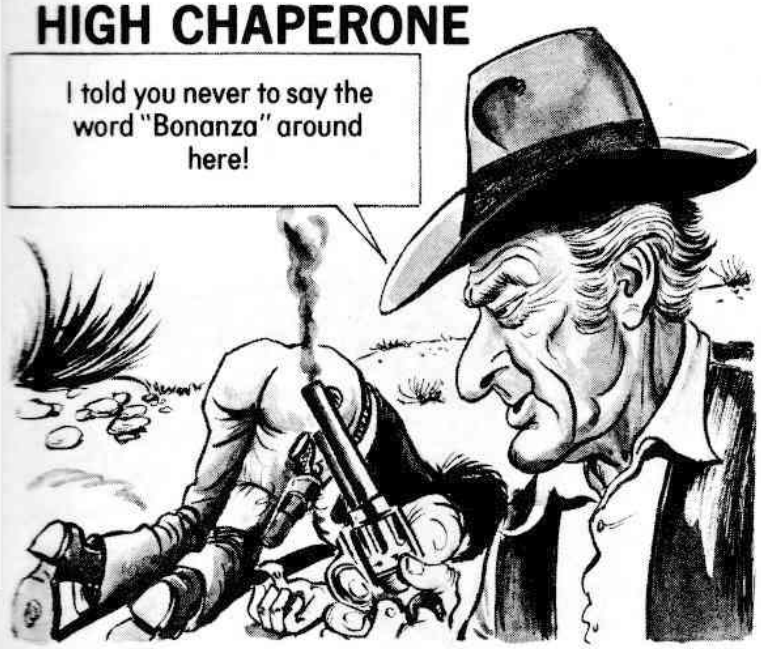


WIDE WHIRL OF SPORTS

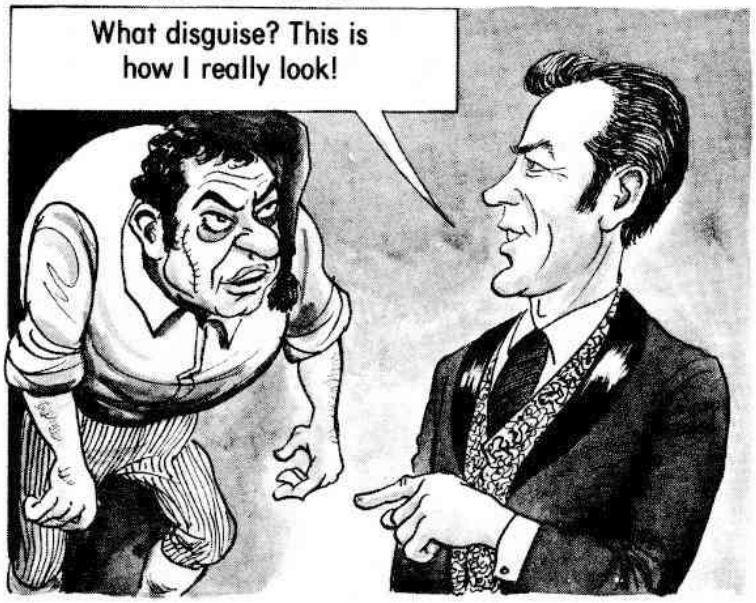
THE WEATHER GIRL



HIGH CHAPERONE



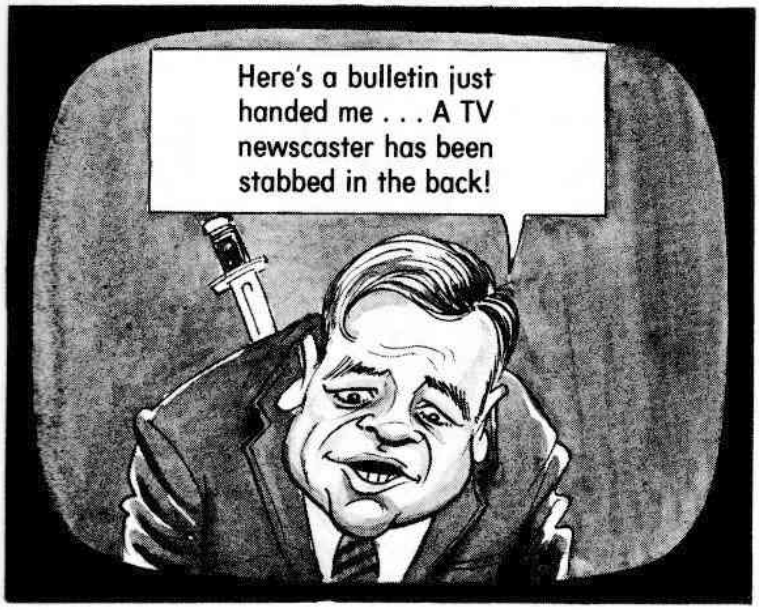
WILD WILD VEST



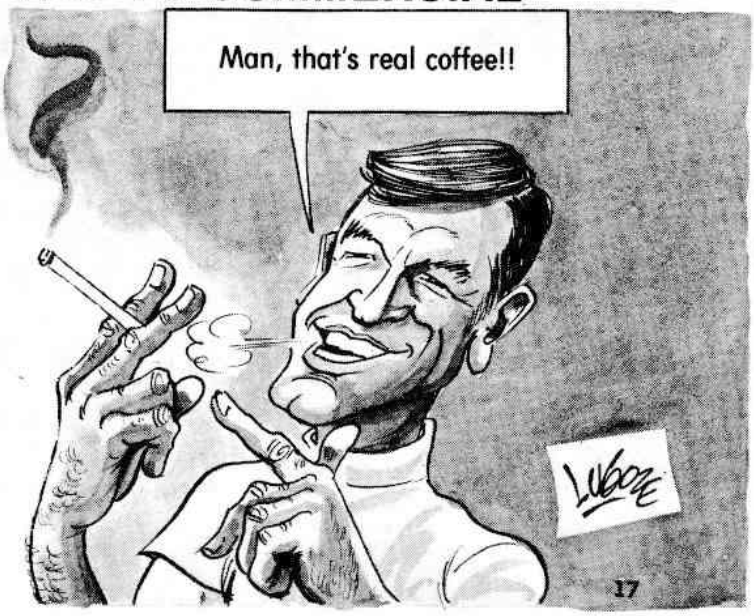
CINAMMON STRIP

THE FLEEING NUN

THE NEWSCASTER

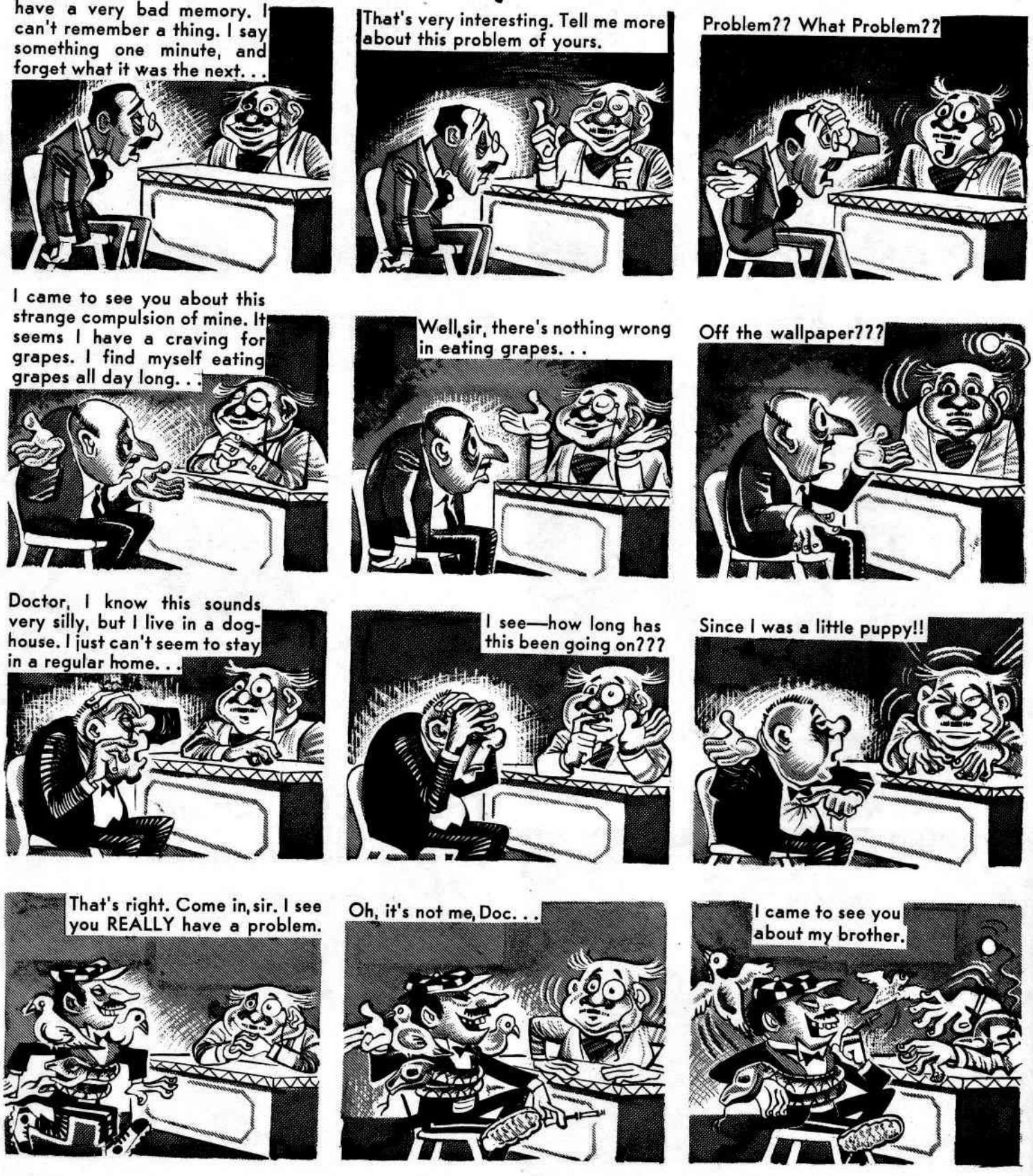


THE TV COMMERCIAL



STORIES OF THE MONTH

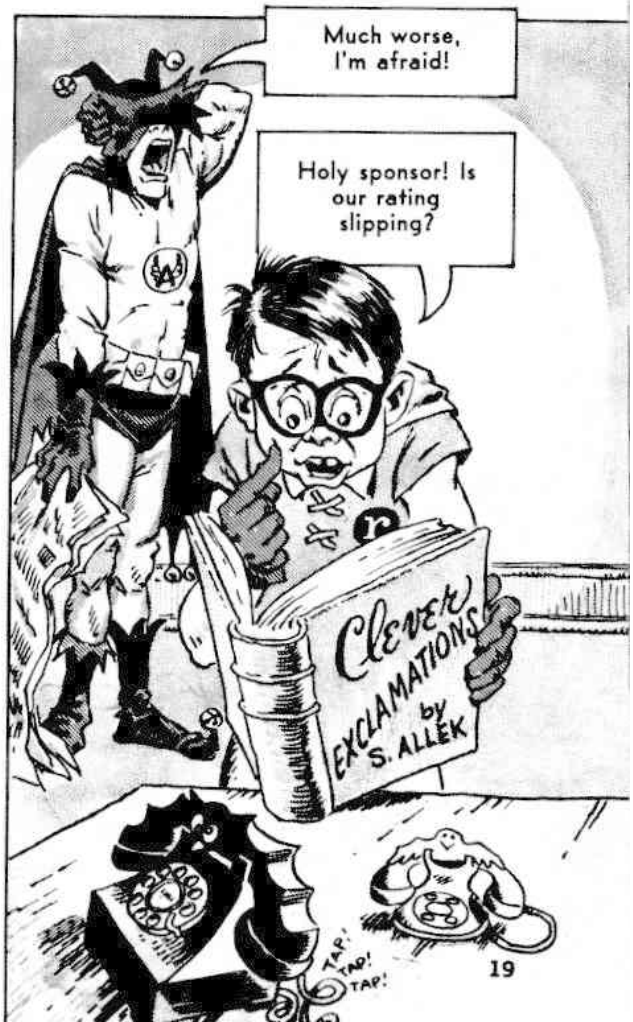
The Psychiatrist



There's mayhem to reckon with when...

BATZMAN MEETS The Green Horned Bee!

by M.&O.O. SEVERIN



No, read this! The Wall Street Journal says that Green Horned Bee toys are outselling ours!
Holy disasterville! What are we going to do, Batzman?
BIRDS
There's only one way to deal with an insect. Warm up the Batzmobile, Boy Wonder!
BATZMAN
D.D.T.
DROP DEAD... TWICE!
FLY TWU
Archie, check around and see if SHE'S there.
Yes, sir.
Holy dangerous species, Batzman! Is it a female crook?
YAAAAAAA!!
No, it's a female bat, and she has a terrible crush on me!
That's bat biz!
Now to take care of the Green Horned Bee!
DPL
HOLY HONEYCOMB! WILL BATZMAN DESTROY THE GREEN HORNED BEE, OR WILL HE HIMSELF GET STUNG?
MEANWHILE, ACROSS TOWN
Playdoe, where is that . . . For Pete's sake, faithful servant! Take off that shirt before I fire you!
HAPPY 1938
WESTERN UNION
Yes, kemo-savee!
BATZMAN FAN CLUB
LANDON

Warm up the car and put your mask on!
Are we going out to catch some crooks?
PRESS
MAYBE NEXT TIME
CAMERAS
MIRITARY SECRETS
MASKS
No, we're going to the Lone Ranger's masked ball!
So you're the Green Horned Bee?!
Holy trick and treat! You call yourself a crime buster? In THAT unimaginative outfit?
HELP STAMP OUT PRICKLY HEAT
LAVIS
TRY BEATIES THE FAMILY CEREAL
FOR POWER ALL DAY!
SALT
Confucius say: "Just because man look like donkey, he not necessarily an ass!"
For Pete's sake, Playdoe! Whose side are you on? And how come you're always quoting Confucius? You're Japanese!
Confucius say: "What are you, some kind of nut? Always be on side that wins!"
I've been expecting you, Batzman! How does it feel to be No. 2 in toy sales?
We may be No. 2, we try harder!
Watch out, boss!

Ummm! Whipped cream!
Stop eating and clean me off!
Holy Mets! Archie made an error and put the wrong can in the car!
MAKE NO MISTAKE IT'S REAL!
We'll be back, and I promise you this, Green Horned Bee! Batzman toys will be on top again!
LICK LICK
That's a laugh! Those cheap Batzman toys are made in Japan!
Boss, you really know how to hurt a guy!
SNIF SNIF
Green Horned Bee, I know how we can settle this issue, once and for all. I challenge you to a duel of toys!
I accept.
TACYS
DIMBLES
A COMPLETE LINE OF BATZMAN AND GREEN HORNED BEE TOYS
DITTO
This looks like a good place!
180
Holy Willy Sutton! The door's locked!
PULL
PUSH
PLEASE DO NOT LEAN ON GLASS

Be my guest!
PULL
PUSH
ZOOOK
Here! Try a Batzerang!
BAMP
ZING
$1.98
KILL! KILL!
CRASH
Have you ever seen the Green Horned Bee Anti-missile Stinger?
FIZAUG
THOOOO
TOY DEPT
BATZ JET
Think your Green Horned Bee Yo Yo can do this?
Child's play! Can you do 'walking the dog?'
This is called 'walking the hornet!'
All right! Let's see you beat this Batzpaddle.
One hundred and one . . . One hundred and two . . .
BOOP BOOP BOOP
BUNTIE BUNTIE BUNTIE
I champion at Tokyo U., back in '41!
Faster, Batzman!
Watchie curves, Mr. Green Horned Bee!
I watchie!
RACING CARS
15.00
8.50
25.00
23

Holy fuzz! It's the police!
Okay! Come quietly and no one will get hurt!
I'm Batzman!
And I'm the Green Horned Bee!
I don't care if you're Superman and the Lone Ranger! You're under arrest!
You have been found guilty of breaking and entering, resisting arrest and attempted grand larceny. Take them away!
Well, Reuben, now nobody will buy our toys, but at least I'm comforted by the knowledge that the Green Horned Bee is in the same boat!
I'm glad that Bruce Swine, the millionaire philanthropist, had the foresight to install TV sets in all the prison cells. Let's see what's on!
. . . And, boys and girls, be sure to buy your Tarzin Climbing Rope, Tarzin Wig and entire Tarzin Jungle Outfit . . . And don't forget the Tarzin Knife and Boomerang at your local toy store!
Holy elephant's graveyard, Batzman! Look!
Aw, shut up!
FEED TWIGGY
CHICKEN LITTLE WAS RIGHT

PRESENTING THE ANNUAL WITH LIVING, LAUGHING HUMOR...

2nd KING-SIZED CRACKED

PLUS THE FANTASTIC FREE BONUS INSERT

CRACKED'S "FUNNY FLIPS" BOOK!

COMBINE THE FIGURES OF FAMOUS PERSONALITIES TO MAKE ALL SORTS OF CRAZY COMBINATIONS. YOU'LL BE AMAZED AT THE HILARIOUS TRANSFORMATIONS THAT OCCUR. AND JUST WAIT TILL YOU SEE THE WACKY WORDS OF WISDOM THAT YOUR MIXED-UP CREATIONS OFFER YOU! PLAY "FUNNY FLIPS", AND FLIP YOUR WAY TO HOURS OF HAPPY FUN!

50¢

OTHER GREAT, FUN-FILLED ANNUALS AT 50¢ EACH . . .

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I enclose ..... Send me the Annuals I have checked. 50 cents each.

- ☐ **BIGGEST GREATEST # 2**
- ☐ **BIGGEST GREATEST # 3**
- ☐ **SUPER # 1**
- ☐ **GIANT CRACKED # 3**
- ☐ **GIANT CRACKED # 4**
- ☐ **KING-SIZED #1**
- ☐ **KING-SIZED #2**

NAME .....

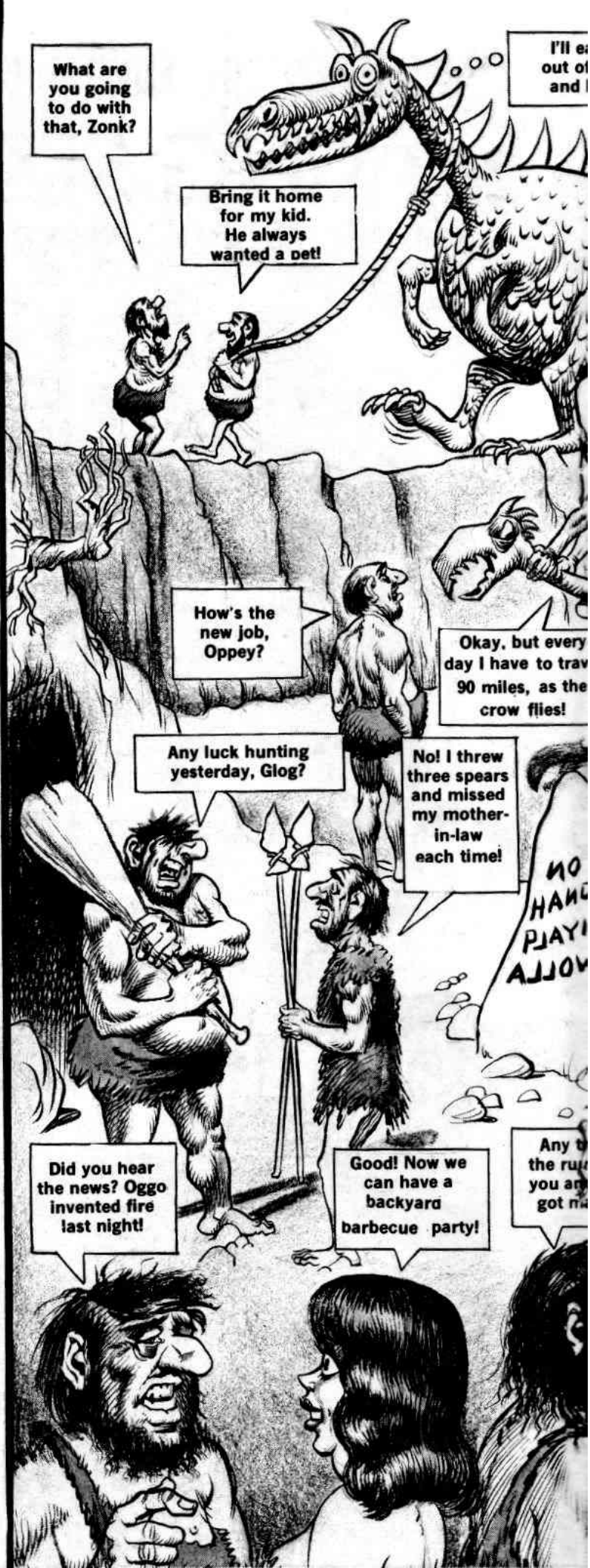
ADDRESS .....

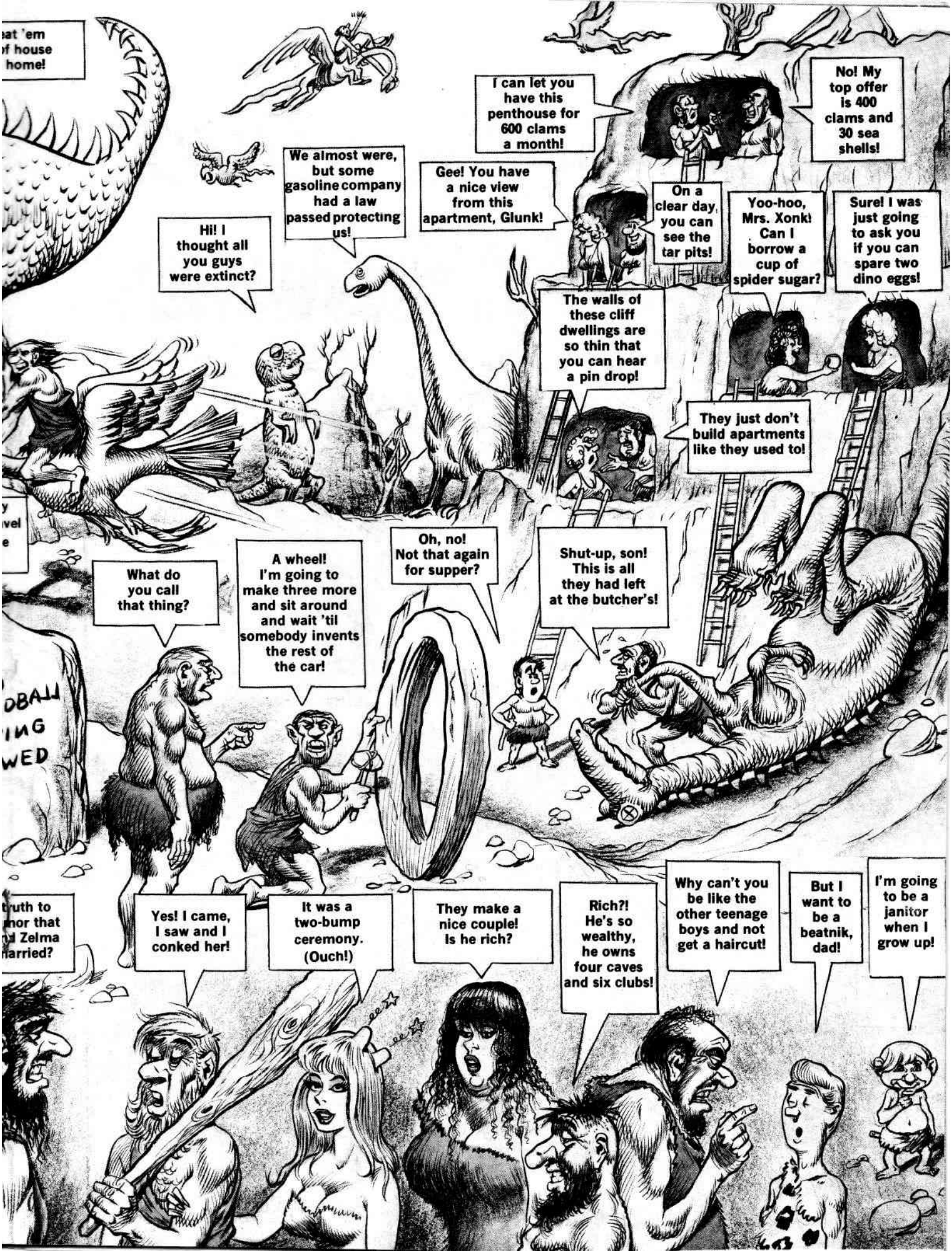
CITY ..... STATE ..... ZIP .....

FUN IN A CAVE SECTION:

Ever wonder what it was really like back in those days when dinosaurs and saber-tooth tigers walked this earth? When cavemen did battle with the mighty brontosaurus and faced the terrors of the night, weather and his wife's cooking? Those truly were the times that challenged man for his survival. Join us in a visit with the men and women who first started this whole mess called civilization as . . .

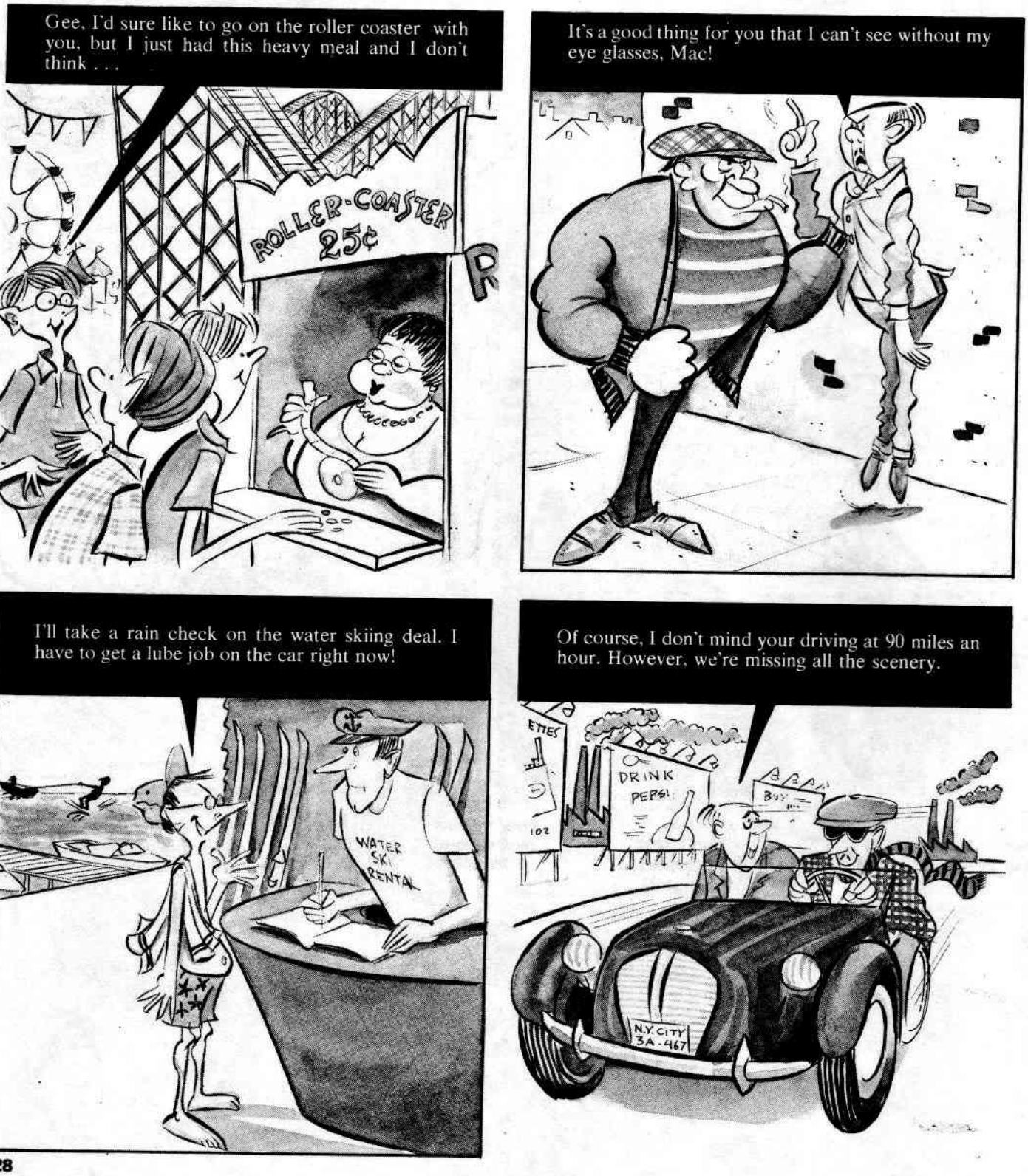
CRACKED TAKES YOU BACK TO THE YEAR 1075 BC!



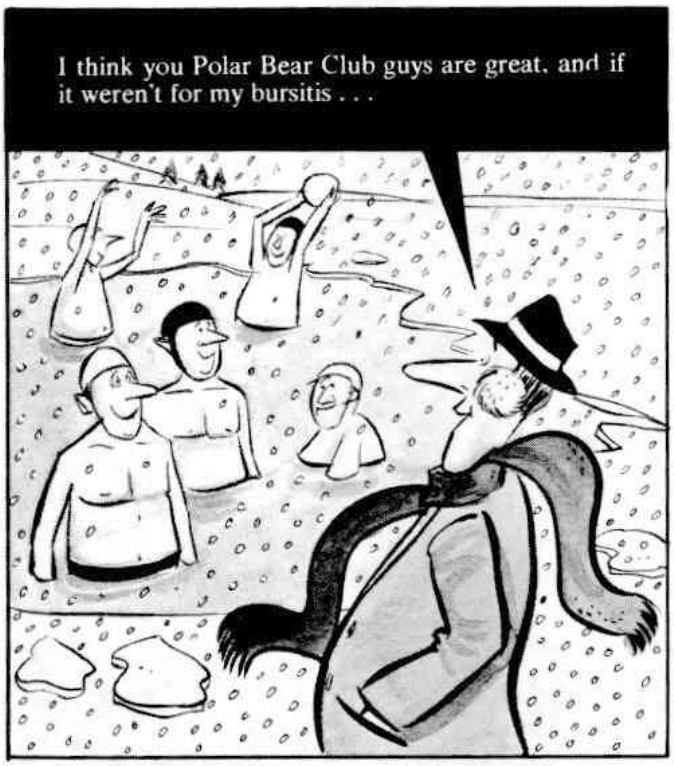

at 'em
f house
home!
We almost were, but some gasoline company had a law passed protecting us!
Hi! I thought all you guys were extinct?
I can let you have this penthouse for 600 clams a month!
No! My top offer is 400 clams and 30 sea shells!
Gee! You have a nice view from this apartment, Glunk!
On a clear day, you can see the tar pits!
Yoo-hoo, Mrs. Xonk! Can I borrow a cup of spider sugar?
Sure! I was just going to ask you if you can spare two dino eggs!
The walls of these cliff dwellings are so thin that you can hear a pin drop!
They just don't build apartments like they used to!
What do you call that thing?
A wheel! I'm going to make three more and sit around and wait 'til somebody invents the rest of the car!
Oh, no! Not that again for supper?
Shut-up, son! This is all they had left at the butcher's!
DBALL
ING
WED
truth to
nor that
d Zelma
harried?
Yes! I came, I saw and I conked her!
It was a two-bump ceremony. (Ouch!)
They make a nice couple! Is he rich?
Rich?! He's so wealthy, he owns four caves and six clubs!
Why can't you be like the other teenage boys and not get a haircut!
But I want to be a beatnik, dad!
I'm going to be a janitor when I grow up!

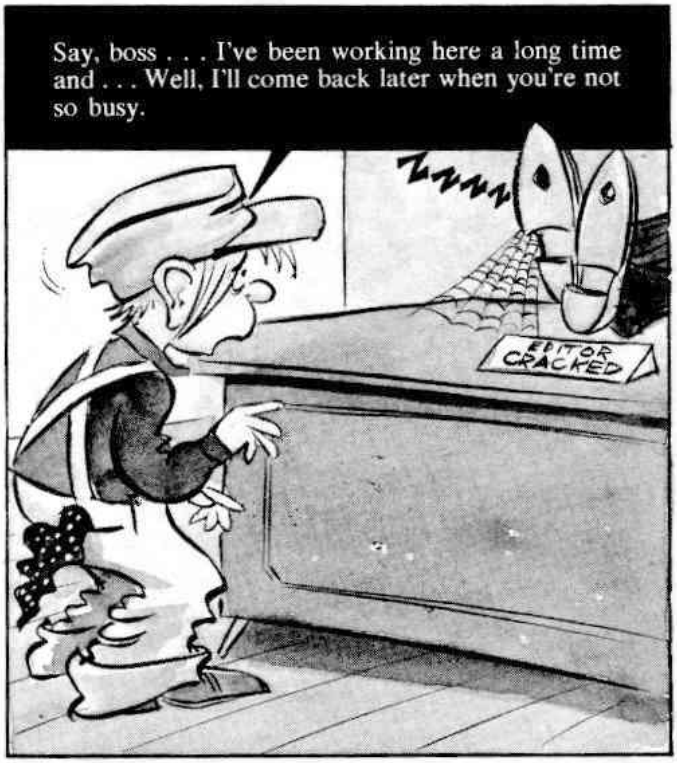
The manner in which people cope with a problem is interesting. There are those who handle a real-life situation by not handling it at all. When the going gets rough, they look for an "escape with honor"—a *valid* excuse that prevents them from taking a certain course of action at that particular time. CRACKED explores the cop-out cult in this article entitled...

NOBODY



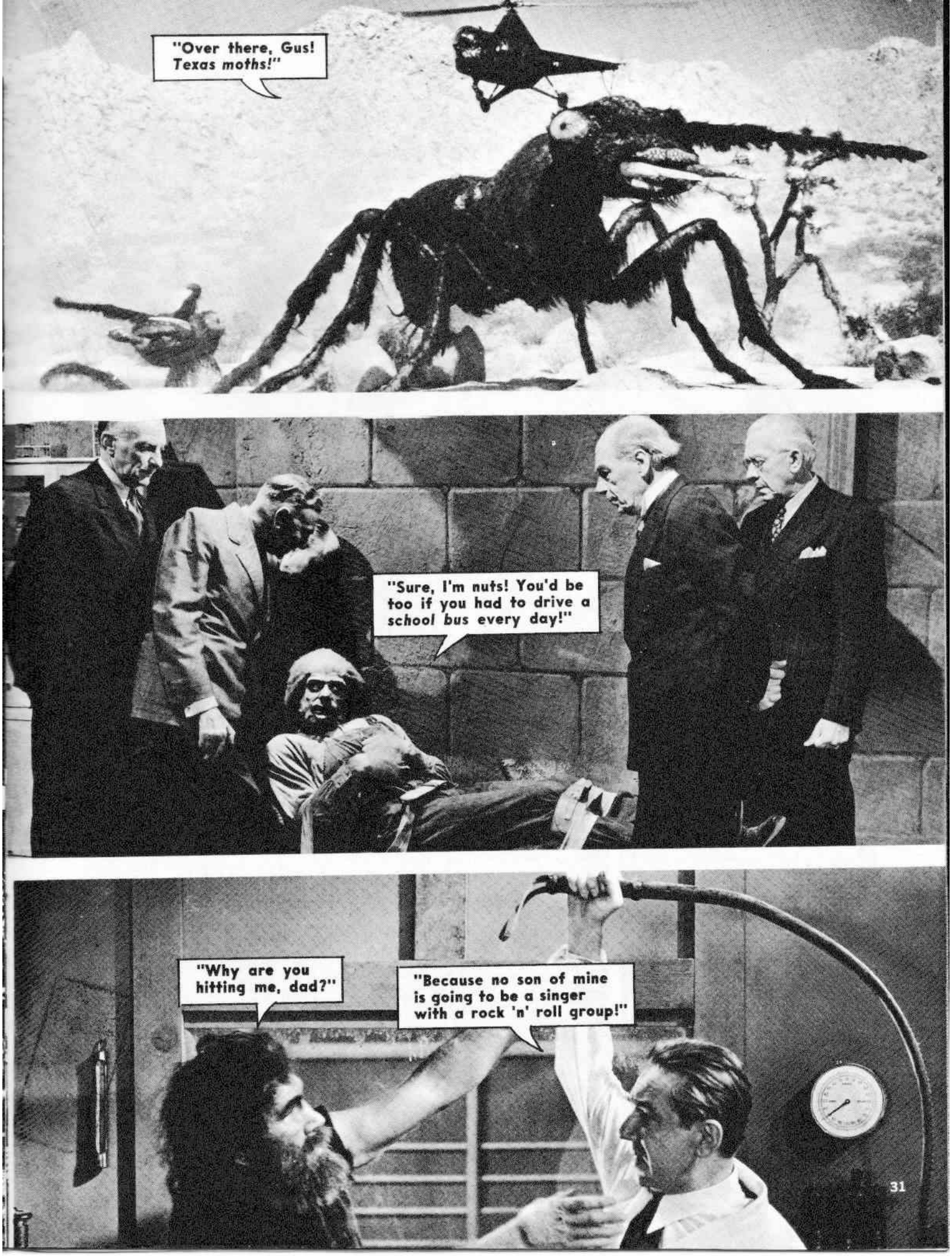
KNOWS I'M CHICKEN!





GHOUL DAYS SECTION:

THE MONSTERS LAUGH IT UP!


"Over there, Gus! Texas moths!"
"Sure, I'm nuts! You'd be too if you had to drive a school bus every day!"
"Why are you hitting me, dad?"
"Because no son of mine is going to be a singer with a rock 'n' roll group!"

William Shakespeare once wrote: "That which we call a rose by any other name would smell as sweet." Maybe, but how does "Here's a bouquet of goatsbeards" sound? Not quite as appealing, you'll agree. Well, names can be misleading, and to prove it, CRACKED answers the question . . .

WOODROW VAN CLEVE HUNTINGTON

ERMITRUDE PLUNK

YVONNE LA MOUR

JIMMY JOY

ADAM TRUEFELLOW

VOLCANIC FLASH

WHAT'S IN A NAME?

ZEBEDIAH KLAUSBOGEN

JACK STRONG

WOLF FANG

SYLVESTER P. SMYTHE

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Be the "Death of the Party."

WEREWOLF MASK.

Gruesome to Behold.

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Looks absolutely real. Tell your friends you picked it up on your last safari. A real scream!

HORRIBLE HANDS.

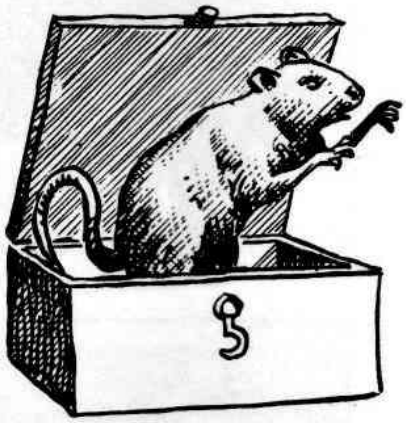
Only $3.00 per pair.

FRANTIC FEET.

Only $3.00 per pair.

RAT IN THE BOX.

Only $1.25 Ea.



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I enclose $..... for:

ALL RUBBER MASKS $3.00 each.

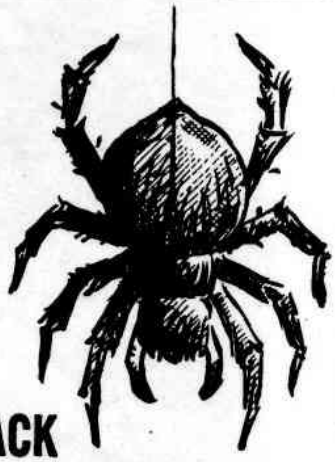
- ☐ BLACK WIDOW SPIDER
- ☐ HORRIBLE HANDS
- ☐ SHRUNKEN HEAD
- ☐ RAT IN BOX
- ☐ FRANTIC FEET
- ☐ MONSTER-FROM MERCURY
- ☐ DEVIL
- ☐ FRANKENSTEIN'S MONSTER
- ☐ ZOMBIE
- ☐ WITCH
- ☐ WEREWOLF
- ☐ MAN-FROM-MARS
- ☐ VAMPIRE
- ☐ HORRIBLE-MONSTER
- ☐ SKULL
- ☐ GORILLA

Name.....

Address.....

City..... State..... Zip.....

Outside U.S. & Canada, please include additional 25¢ postage per item.



BLACK WIDOW SPIDER.

$1.00 Ea.

A real horror, but great fun.

GO FLY A KITE

BORN TO SING THE BLUES SECTION:

THE LUCKLESS LEAGUE

Some people are unlucky in love but are lucky at cards. CRACKED now presents a group of folks who are unlucky in everything and, accordingly, are members of . . .

What happened to your head, Milt?
When I was in the library, a "How to Prevent Accidents" book fell on it!
Golly, Jack! What's wrong? You look down in the dumps!
The house painter got drunk and painted my house shocking pink!
BAR
What do you mean, you hope you don't win the Irish Sweepstakes?
Because two days ago, my kid ate the ticket!
You say your Mother-in-law is staying with you for two days?
Yes, the fourth of July and Christmas!
I hate to ask, Alice, but what did you do to your hair?
Last night, when I was washing it, my pet cat knocked a bottle of glue into the bathroom sink!
How did you get that black eye, Frank?
I walked into an antique shop and asked: "What's new?"
You should be happy, Ted, that you finally paid off your house!
I was, but I just found out they're going to build a jet airport across the street!
BUS STOP
How's your new business doing Fred?
Not so hot! If a safe cracker opened my safe, all he would get would be experience!
PULL
SALE
$5.99
Yesterday, while in a restaurant and keeping an eye on my hat, somebody stole my shoes!

REAL AD

CRACKED FUN SHOPPE

BARGAIN MERCHANDISE

FAKE FAUCET

$2.00 Ea.

"Water on the brain?" That's what friends will ask when they see this real-looking chrome faucet attached to your forehead. Get big laughs attaching it to your desk, a fireplace log, chair, etc.

SPOOK HAND!

$2.00 Ea.

Natural-looking rubber hand. A startling, eerie effect!

VENUS FLY TRAP

$1.25 FOR THE WORLD'S MOST TERRIFYING HOUSE PLANT!

This plant actually eats bits of meat, flies and insects! No work! Easy to grow! The Venus Fly Trap bulbs grow especially well in the home. Plants thrive in glass containers and will develop in 3 to 4 weeks. Each order includes 3 Fly Traps plus extra special material packed in plastic bag. ONLY $1.25. FEED IT RAW BEEF! AMAZING is the word for this startling, surprising plant.

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Ooey-Gooey! The perfect practical joke in heavy plastic!

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I enclose $..... for:

.....Spook Hand .....Melted Ice Cream

.....Nutty Catsup .....Fake Faucet

.....Venus Fly Trap

Name.....

Address.....

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State..... Zip.....

Outside U.S. & Canada, please add additional $.25 postage per item.

NUTTY CATSUP BOTTLE

Only $1.25 per bottle!

Press the soft, plastic catsup bottle, and out shoots what looks like the real McCoy! Trick is that a catsup-colored string is ejected as you press the bottle. Great fun! Easily reloaded for wacky squirts.

They say the world is going to the dogs. If and when this happens, we believe everyone should be prepared. One way to do this is to know what a dog's world is like. Accordingly, in order to fill our readers in, we've come up with our version of all the modern doggie magazines rolled into one — a dog's magazine which CRACKED cleverly calls . . .

SHOULD MAD DOGS CONSULT PSYCHIATRISTS?

DOGS MAGAZINE

35 Scents

—IN THIS ISSUE—

HOW TO GIVE YOUR DOG LOVE AND AFFECTION WITHOUT BECOMING EMOTIONALLY INVOLVED!

I MATED A MEXICAN HAIRLESS WITH A COCKER SPANIEL— AND GOT A HAIRLESS COCKER!

CONTACT LENSES FOR SEEING - EYE DOGS!

HOW TO HOUSEBREAK YOUR GREAT DANE WITHOUT BREAKING UP YOUR HOUSE!

CROSS A MONGREL WITH A PEKINGESE— AND CREATE HORDES!

SO YOUR BULLDOG HAS A COWLICK?

WHAT TO DO WITH A GERMAN SHEPHERD WHO STARTS TO GOOSE- STEP!

BEWARE OF DOBERMAN PINSCHERS WHO LEAVE MARKS!

. . . and many others!

THE AUTHOR

THE WORLD IS GOING

Masters of the world—unite! Our society has been taken over by a canine culture. Never before in our history have dogs ever had it so good. It's gotten to the point where they even have dog delicatessens now. You can call up at any hour and order dog food "to go." You can even arrange for catered parties if your pet is having a few friends over.

No area of American life has remained untouched by our four-footed friends. Canine beauty salons have sprung up all over the country—to which dogs may come to have their paws manicured, their hair bleached or their faces lifted. In many places, it's necessary to call up for an appointment in advance!

Many masters hire servants whose sole function is to cater to these pampered pets. There are dog maids, dog butlers, dog cooks—and even dog tutors, who teach the pets everything from walking more gracefully on all fours to barking in French. Some owners go as far as to hire professional dog-walkers—using specialists for their particular species of dog. For example, one dog-walker's agency sends out retired cops to walk police dogs, circus strong men to escort huskies, midgets for miniature poodles and bald-headed men for Mexican hairlesses.

There seems to be no limit to the things you can buy your dog. For the right price, you can get everything from special earmuffs for your beagle to plastic surgery for your bulldog. One man in Texas is so rich that he went out and bought a boy for his dog! This isn't too hard to believe when you consider that there's now a special record album for dogs. It's played at a speed of 17-1/2, and is pitched so high that only dogs can hear it.

In the world of housing, we hear of new split-level dog houses. These are complete with wall-to-wall carpeting, air-conditioning and multiple exposures. Interior decorators are often called in to select the furnishings and the type of newspaper that goes well on the floor.

In the area of fashion, it's not uncommon to see dogs in tight-fitting leotards, mini-sweaters that come up to the paws, and fur coats made out of mink or rabbit. It's even come to pass that there are now special "clubs" to which dogs may go for the purpose of meeting other dogs. For the lonely dog, there are special canine matchmakers who supervise the entire courtship. An IBM computer is now being designed to match up dogs more scientifically.

The curious part of this trend is that you don't have to be a dog owner to partake in these activities. You can always rent one from any of the several hundred Rent-A-Dog Agencies that have already opened across our nation; you can hire a dog by the day, week or season. Many renters feel that this gives their household a more solid "family" image!

In Racine, Wisconsin, one elderly couple recently had a wedding for their female poodle and her stud. They rented a hall, catered a dinner and sent out 100 engraved invitations—fifty from their side, fifty from the other dog's side. Twelve Cocker Spaniels served as ushers; a little white Pekingese was the bridesmaid; and two Chihuahua puppies were the flower girls. While a 14-piece dance band played such numbers as "How Much Is That Doggie In The Win-

A Startling Expose by

I. MAILMAN

(As told to the A.S.P.C.A.)

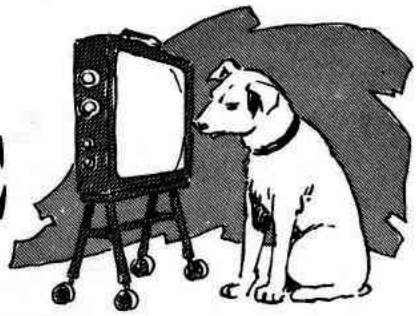
TO THE DOGS!

dow?" and "Hound Dog," a merry time was had by all. To top it all off, the next day, the newlyweds were whisked away to a remote honeymoon cottage in a tree-shaded area upstate.

The trend towards humanization of dogs first begins with the puppy. There are now delightful toys that one may buy; scintillating items ranging from rubber cats to squeaking dog bones to plastic replicas of mailmen's legs that are biteable. Today, there are vending machines that dispense dog biscuits, reducing salons that keep dogs trim, and private sanitariums where "addicted" dogs can go for "the cure."

Where will it all end? Nobody knows the answer. But if this keeps up, don't be surprised in the very near future if we have such things as "people races" where dogs may go.

HIS MASTER'S VOICE



Dear Dr. Canine:

I've just been scratched by a dog, and I don't like it one bit. Do you think I should see a doctor?
A.K., Racine, Wisc.

Certainly—if you feel the doctor can scratch you better!

My dog has had 27 false pregnancies in the last 3 months. How is this possible?
T.S., Bronx, N.Y.

Lousy arithmetic!

Can you help me? It seems that my dog is afraid of burglars. What can I do about it?
R.S., Phila., Pa.

Put an alarm system in his dog house!

Maybe you can settle this controversy once and for all. Is it permissible to pick up a beagle by the ears?
L.B.J., Wash., D.C.

No! Use your hands!

I have a problem. How do I break my dog of his habit of lying all the time?
B.O., Salem, Ore.

Act as if you don't believe his stories!

I would like to be a modern master. My question is: Do you think it's wise to treat my dog as one of the family?
D.O.A., Tampa, Fla.

That depends on what kind of relatives you have!

I don't know what to do. My dog always barks when I feed him. Should I try to feed a dog while it's barking?
N.U.T., Brooklyn, N.Y.

Why bother? You know a barking dog never bites!

Could you answer this question for me: Are professional dog-walkers organized?
K.O., Bangor, Maine

Many of them are, but some do get rattled!

Is it in good taste for two grown dogs to make love right on the street?
N.G., Chicago, Ill.

Yes—providing they're of opposite sexes!

I have a dog who continuously takes a bite out of the mailman who comes to our door. What can I do about it?
P.U., Tuscon, Ariz.

Get a post office box!

I have a question I would like answered. How do you feel about biting dogs?
T.P., L.A., Calif.

I don't know, I've never bitten any!

Maybe you can settle a bet I have. Do you believe puppy love can last?
X.Y.Z., Boulder, Colo.

Yes, if the two puppies are mature enough!

I would like to know how you feel about dogs living in apartment houses?
R.S.V.P., Toledo, Ohio

If they can afford the rent, why not?

WHAT YOUR DOG'S NAME REVEALS

Just as the name Irving or Lance speaks volumes about its possessor, a dog's name reveals much about its distinct personality. The following are some of the more popular names given to our canine friends. See if you don't agree with the images they conjure up . . .

TIGER
Tiger is the dog who growls and snaps ferociously at all the other dogs that pass him on the street—as long as he's on a leash. He comes on like a real terror, and you have to hold him back. But if you accidentally let go of the leash, he runs away, whining like a frightened deer.

JOJO
Jojo is the brilliant vaudeville dog who performs fantastic tricks and stunts. On-stage, he intelligently obeys every command his master utters. At home, he's still not housebroken.

CUDDLES
When strangers walk into the house, Cuddles is very friendly and jumps all over them, licking and pawing them affectionately. However, everybody hates him. Cuddles is a Great Dane.

SPOTS
Here's a dog who will always sit up and beg. But get rid of him anyway. If not, you'll always see spots before your eyes.

BUTCH
Butch isn't too bright. He's the bloodhound chasing escaped convicts, who's the first one to stop at the river and lose the scent. He's the St. Bernard who climbs to the top of the mountain and forgets to bring the whiskey. Butch is the kind of dog who has to be taught to scratch for fleas.

REX
You'll always find Rex at the psychiatrist's office. This is because it's the only place where he's allowed on the couch.

ROVER
Rover is an old-fashioned name for an old-fashioned dog. He will mate with a nice, refined she-dog from the neighborhood; have a litter of eight; settle down; and you'll never hear a bark out of him. Rover will be buried three months after he's dead. It will take that long to find out he's gone.

PRINCE
This is a smart dog. You say to him: "Prince, are you going to sit up and beg, or are you just going to lay there?" And he obeys you. He either sits up and begs or he lays there.

FRITZ
Fritz is a name you usually give to a German Shepherd. Not a dog—a real German Shepherd. Forget Fritz.

FELIX
Felix is the name you give your dog if you really wanted a cat.

HAMLET
This is an ideal name for a Great Dane. The only problem is that you'll have a heckuva time trying to fit him into leotards.

QUEENIE
Queenie is a very feminine dog, and invariably a French poodle. She runs around with her nose up in the air as if she's smelling something. It will usually be her owner.

FIDO
Fido is the dog who always runs up to you when you come home, and gives you your newspaper. However, the problem is that Fido will have read it first.

GHENGHIS
This is a great name for a mongrel. If you give your dog this name, when it gives birth, you'll have hordes.

FRENCHIE
You can always find Frenchie sniffing after the other dogs. This type is always perfumed and has a long, wet tongue. Frenchie is invariably a Wolfhound.

CHECKERS
Checkers lives up to his name. Every time somebody makes a move, he jumps.

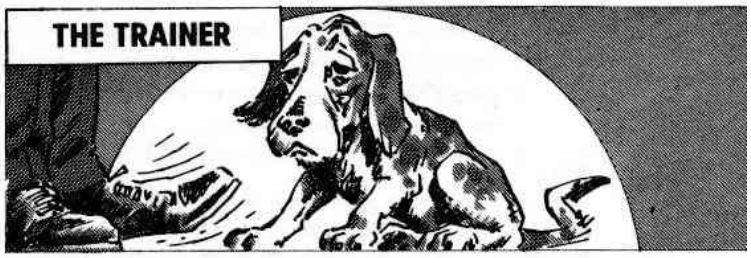
PEEWEE
Peewee is almost always an oversized Doberman Pinscher. He likes to cuddle up and sit on your lap. Forget Peewee. You'd be better off with a Lap dog.

HERE, BOY!
This is an ideal name if you're the type of person who keeps forgetting names.

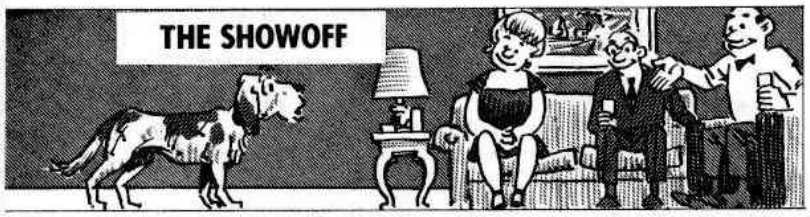
A DOG'S GUIDE TO

or Who's Leading Whom On a Leash?

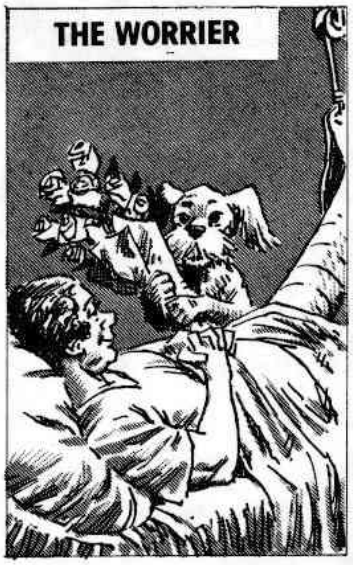
This is the species of master who can be found walking his dog in all kinds of weather. Day or night, he's out there. It can be forty-below-zero, but he's trudging along. It turns out that this guy really hates his wife and would give anything just to get out of the house.



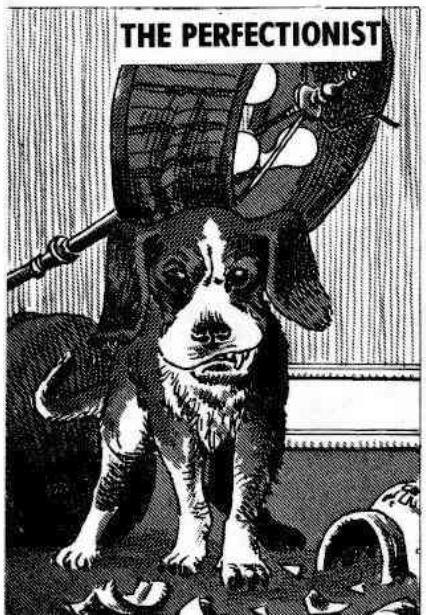
This fellow keeps teaching his dog new tricks all the time. Eighteen hours of his day is spent with his dog—trying to teach him to sit up and beg, walk on his forelegs, and swing from the chandelier. He's one species who has a lot of patience. The trouble is, however, that his dog hasn't any. The dog can't do a thing. He even has a problem barking.



Here we have the species who is always calling upon his dog to perform stunts whenever guests come to the house. He has spent the entire week training the dog to do certain things, in preparation for a visit by some people he's trying to impress. The dog does beautifully during the training period, but when the people arrive, he just lays there like a lump. When the people leave, the first thing this owner does is kick the dog in the stomach.



This species is usually a middle-aged woman who is constantly fearful that her dog will hurt itself. She provides countless safety features in her home, and on the street she holds the dog back with an iron leash. Nothing ever happens to the dog, but she winds up in the hospital after slipping in the bathtub.



Through patience and determination, this master has trained his dog so that it's completely housebroken at the age of three weeks. He has meticulously seen to it that the dog knows exactly where to go whenever it has to go. His home is designed to meet every emergency. However, when this dog is in other peoples' homes, it goes berserk and messes up everything.

This is the master who's always performing experiments on his dog. A firm believer in the scientific method, he attempts to emulate Pavlov and conditions his dog for certain responses. He painstakingly labors month after month on this project. The dog doesn't learn a thing, but the master continues. What has happened is that the master has become conditioned to do the experiments.

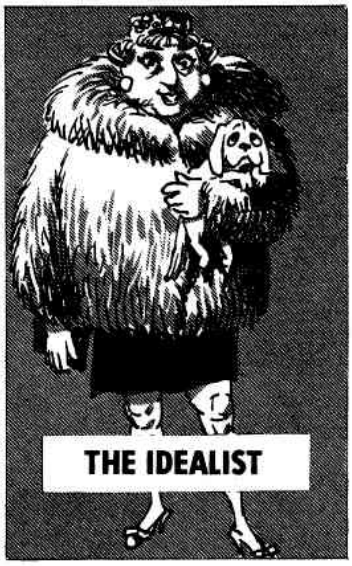
MASTERS

There are many different varieties of dogs on this earth, but masters come in even more distinct species. They can be found everywhere. To show you what we mean, we have placed the more indentifiable ones in the following categories. . .

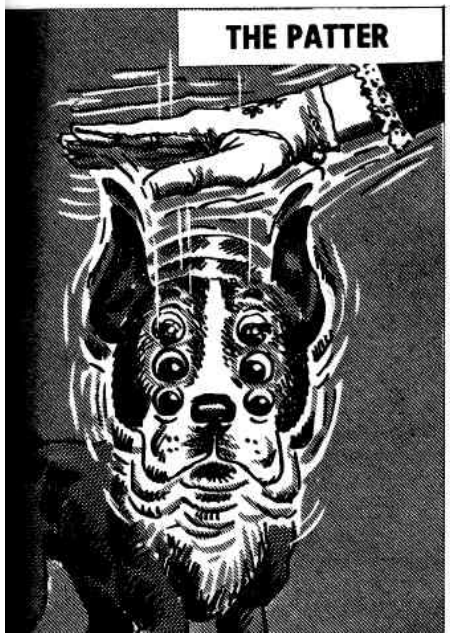
This is a species of mistress who spends all of her time looking for a mate for her dog. She invariably has a six-year-old female poodle who's on her last legs and who has never conceived. This woman does everything to find her pet a male partner. She walks the streets; she puts ads in all the papers; she even sets traps outside apartment buildings. The dog winds up an old maid, but she winds up marrying the owner of a stud.

This master is a firm believer in the dignity of his dog—as well as animals in general. He is categorically opposed to cruelty to animals and he takes an active part in his neighborhood ASPCA programs. However, when he goes to work every morning, he chains his dog to the bed until he returns at night.

Here we have a species of mistress who is constantly exposing her dog to art and culture. She takes her pet to museums, lectures and poetry readings. She even has a special box for her dog at the opera. People marvel at so chic and sophisticated a dog. At the opening of the opera, however, in the middle of the second act, it frequently runs up on the stage and makes a big puddle right in the center.



This species is usually a lady who is the supreme dog lover. She is a champion of their cases and does volunteer stool-pigeon work for the ASPCA. Above all, she is anti-vivesection. She is always campaigning against the wanton killing of animals for man's personal whim. This lady can always be found wearing new alligator shoes and a mink coat.



This is the species who seems to love other dogs more than her own. It's usually a little, old lady who's always stopping different dogs on the street and patting them on the head. You all know her. She's the one who gets bitten on the wrist by an irate cocker spaniel.

This species of mistress treats her dog as if it were her baby. She nurses it, cuddles it, fondles it and talks to it just as she would talk to a child. The dog starts to react just like a child, too. At an early age, it will run away from home.

FROM THE MASTER'S MOUTH:

Osgood Snertz, Perth Amboy, N.J.

"I'd like to go on record as saying that I oppose cruelty to dogs in any form. There's just too much of it going on in the world today. Cruelty, I say, is unpardonable. I say we should have a law punishing all offenders and put them behind bars for the rest of their natural lives!"

Clarence Ferd, Tallahassee, Fla.

"That old adage about a barking dog never biting is ridiculous! The other day, I was annoyed by the incessant barking of a neighbor's dog and so I went over to quiet it. Please excuse this writing as I'm doing it in a hospital bed where I'm recovering from a large incision in my wrist!"

Herman Hosdick, Stowe, Vermont

"I've got news for you! Lassie, the popular TV star, is not a dog! He's really a horse! Because of heavy make-up, he's been fooling the public for years. It all started when he played the role of a dog in his first movie. He did so well that he's been type-cast ever since. I dare you to print this!"

Shirley Shirker, Des Moines, Iowa

"Dogs who relieve themselves on grass and trees areas are ruining the American landscape, I tell you! How can we keep America beautiful with all that going on? I say we should put up billboards all over the country that tell these dog-owners that it's off-limits!"

Clyde Kluck, Walla Walla, Wash.

"I say that the use of bloodhounds in tracking down escaped prisoners is inhuman. It's in direct violation of our Constitution because it's an invasion of privacy. Privacy is sacred and every individual has the right to it. So I order all persons who practice this to bare their records and lay them open in public so that everybody can discuss this in the open!"

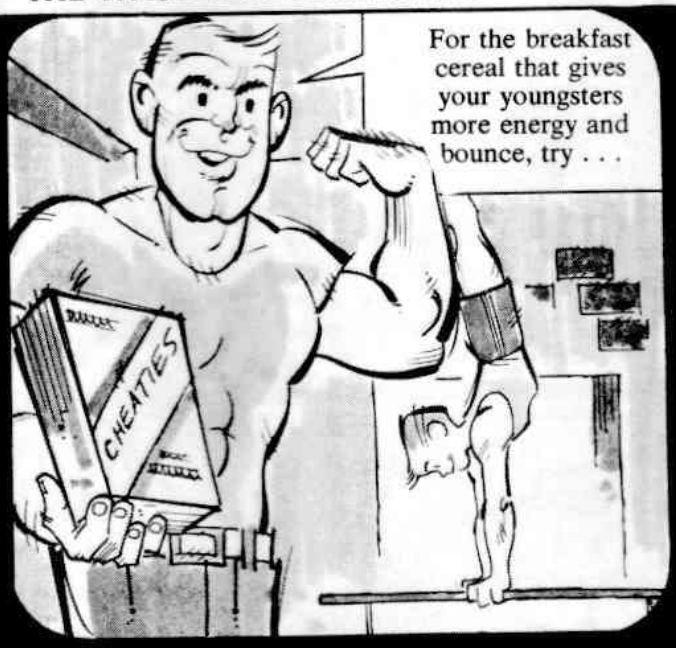
Seymour Klinemine, Bronx, N.Y.

"People in apartment buildings who let their dogs bark at night and disturb all the neighbors have no consideration for the feelings of others. They are less human than their dogs. They have no compassion at all. I say we should line up all these people against a wall and shoot them down like dogs!"

TV sponsors are apprehensive about televiewers leaving the room during a commercial. They should know the truth—that more often than not, a commercial is wasted when there are people present to watch it. To show you what we mean, CRACKED presents these . . .

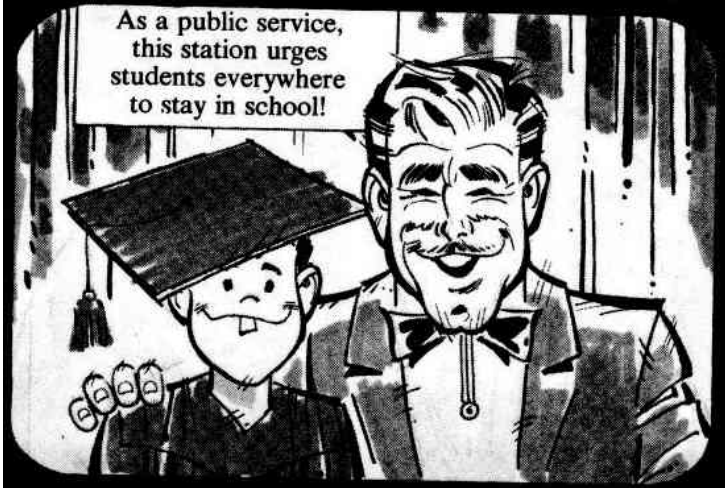
TV COMMERCIALS THAT ARE WASTED

THE WASTED COMMERCIALS



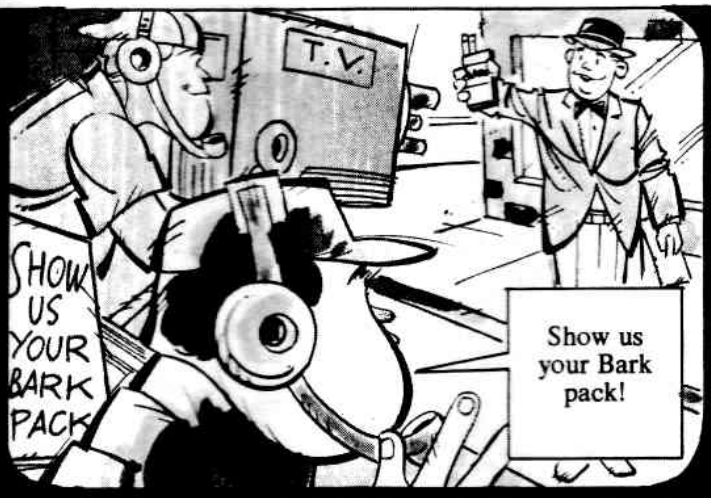
. . . THE FOLKS WATCHING THEM.

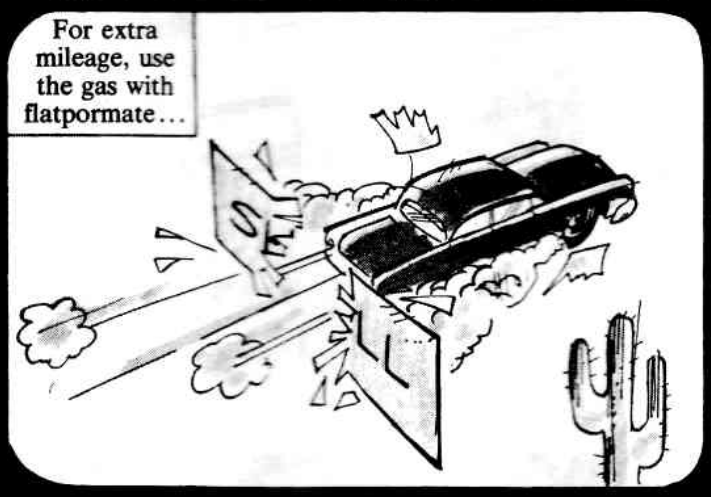
MORE WASTED COMMERCIALS



. . . AND THE FOLKS WATCHING THEM.

SOME MORE WASTED COMMERCIALS





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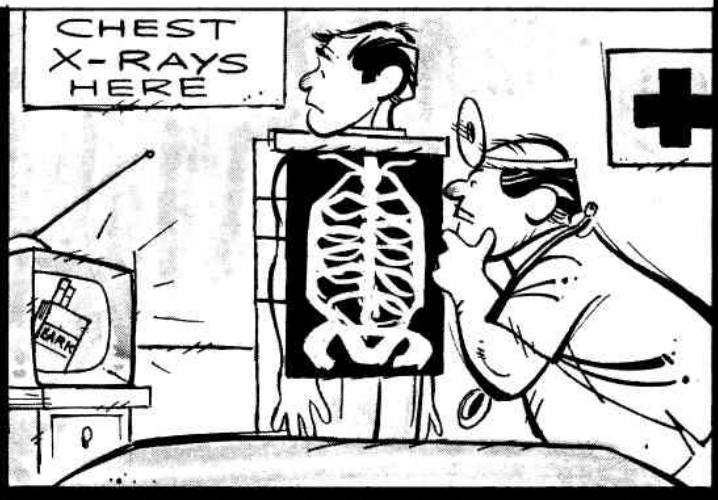
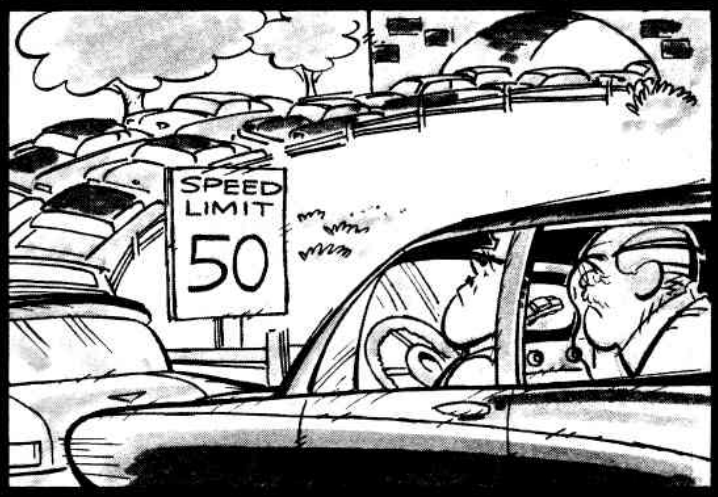
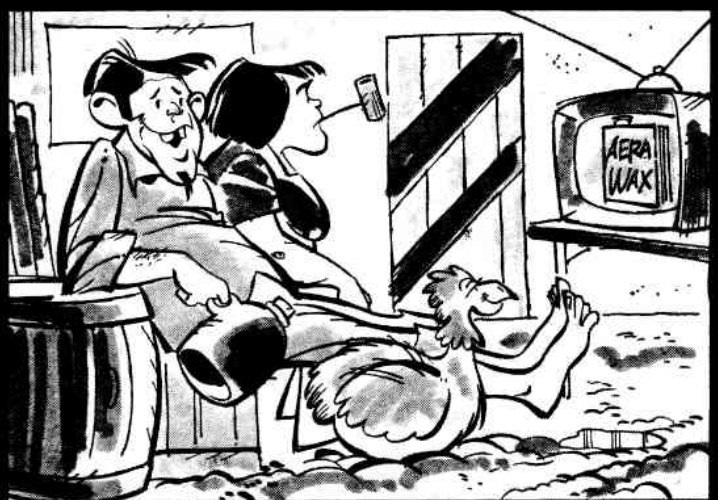
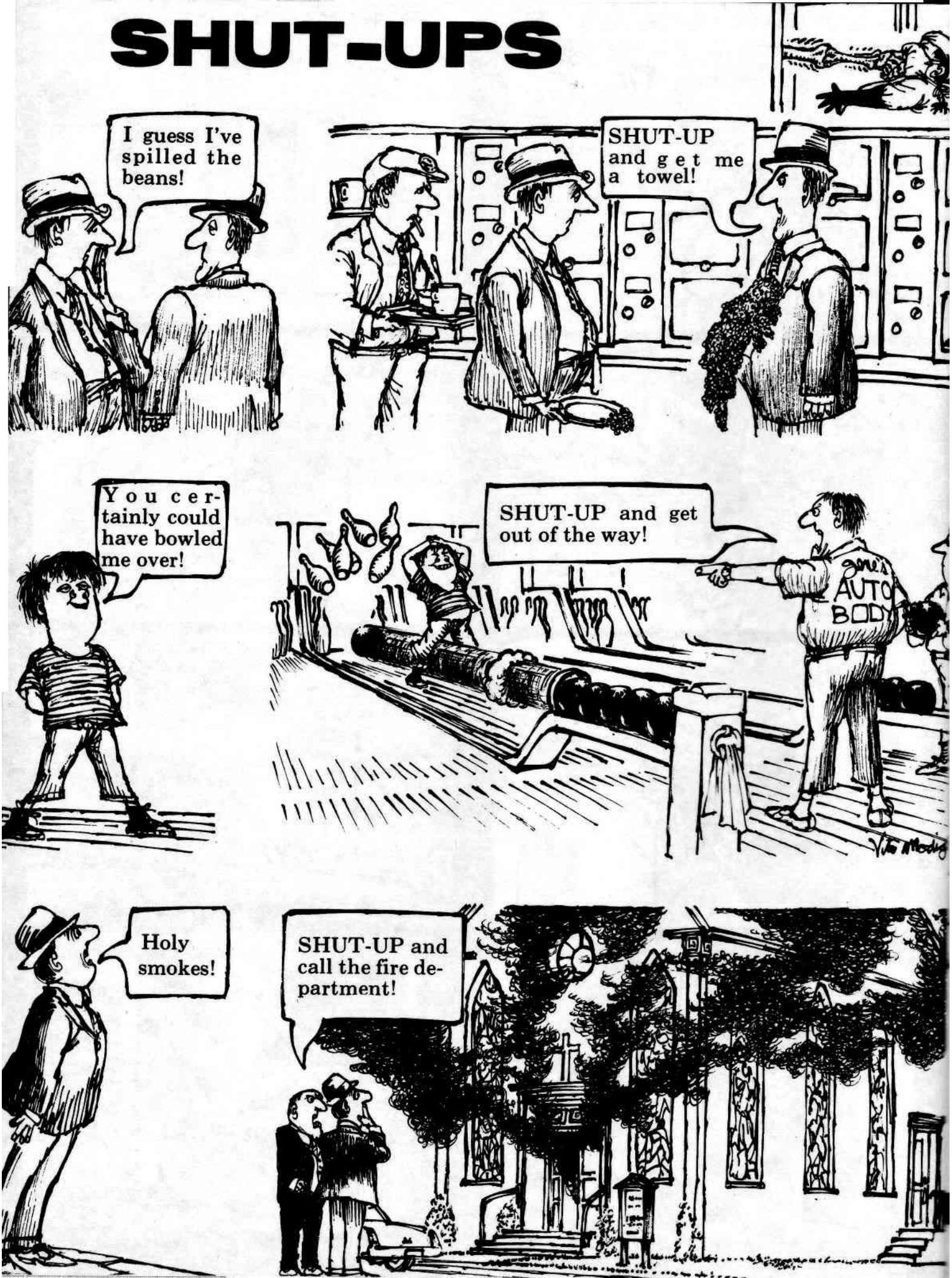


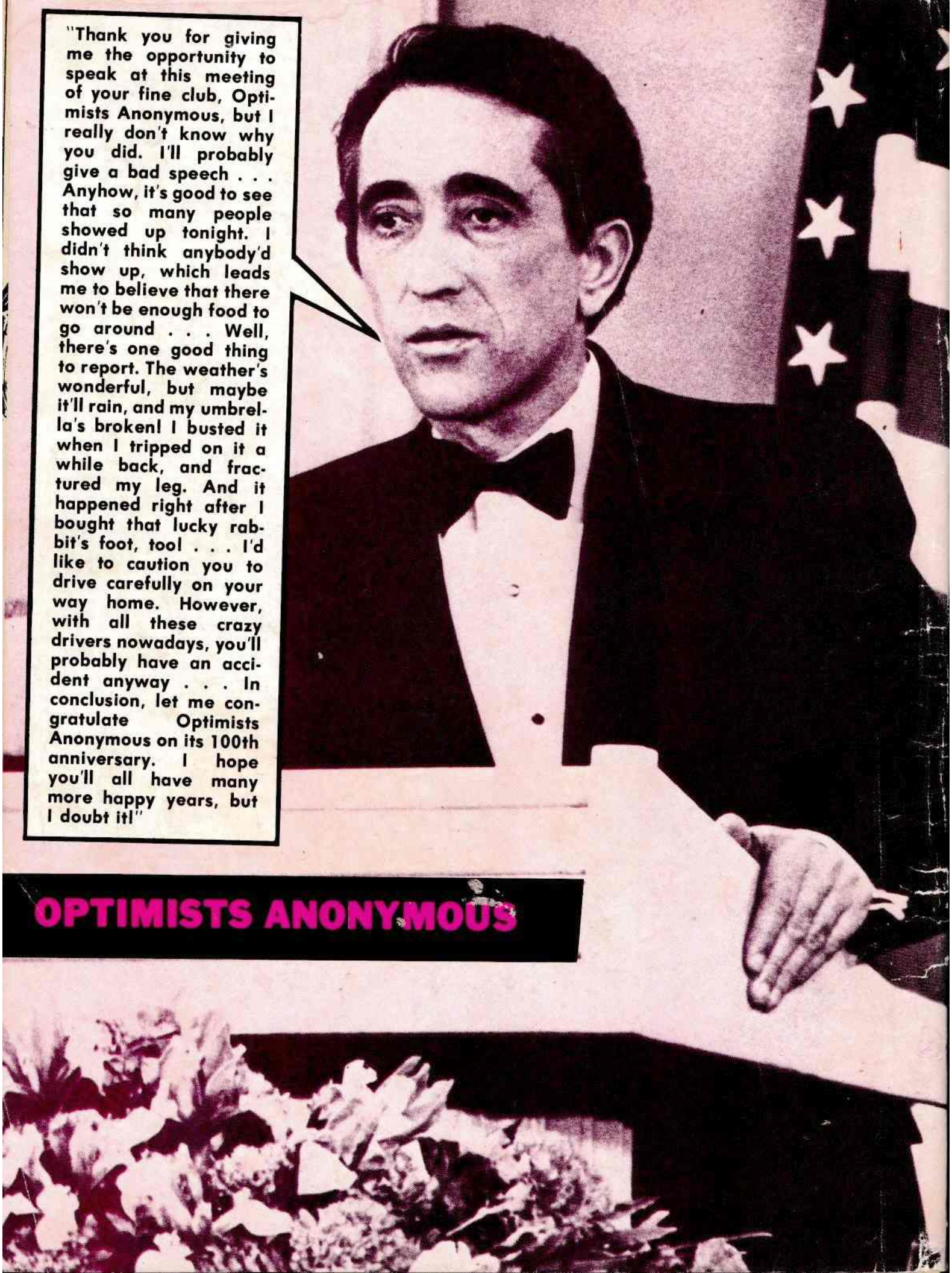




SHUT-UPS


I guess I've spilled the beans!
SHUT-UP and get me a towel!
You certainly could have bowled me over!
SHUT-UP and get out of the way!
AUTO BODY
Holy smokes!
SHUT-UP and call the fire department!

HAS BEEN POSTPONED INDEFINITELY ! ! !


"Thank you for giving me the opportunity to speak at this meeting of your fine club, Optimists Anonymous, but I really don't know why you did. I'll probably give a bad speech . . . Anyhow, it's good to see that so many people showed up tonight. I didn't think anybody'd show up, which leads me to believe that there won't be enough food to go around . . . Well, there's one good thing to report. The weather's wonderful, but maybe it'll rain, and my umbrella's broken! I busted it when I tripped on it a while back, and fractured my leg. And it happened right after I bought that lucky rabbit's foot, too! . . . I'd like to caution you to drive carefully on your way home. However, with all these crazy drivers nowadays, you'll probably have an accident anyway . . . In conclusion, let me congratulate Optimists Anonymous on its 100th anniversary. I hope you'll all have many more happy years, but I doubt it!"
OPTIMISTS ANONYMOUS